

CULTIVATION OF SOCIAL MEDIA AND EFFECT OF CITIZEN JOURNALISM: A STUDY AMONG JOURNALISTS IN NEW DELHI/NCR REGION

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

Journalism and Mass Communication

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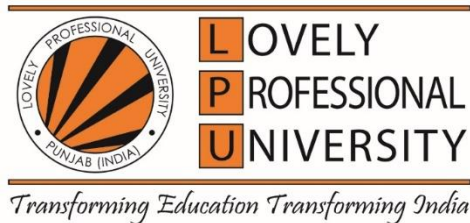
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**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB
2024**

DECLARATION

I, hereby declared that the presented work in the thesis entitled “**Cultivation of Social Media and Effect of Citizen Journalism: A Study Among Journalists in New Delhi/NCR Region**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of **Dr. Mukesh Kumar**, working as **Head of Department**, in the **School of Journalism** of **Lovely Professional University**, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled **Cultivation of Social Media and Effect of Citizen Journalism: A Study Among Journalists in New Delhi/NCR Region** submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the **School of Journalism**, is a research work carried out by **Ms. Ayushi Chopra, 42100163**, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



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Abstract

Title of the Thesis: Cultivation of Social Media and Effect of Citizen Journalism: A Study among Journalists in New Delhi/NCR region

Authors Name: Ayushi Chopra, Prof. Mukesh Kumar

The purpose of this study is to investigate the impact that citizen journalism and social media have had on the evolving journalism practices, particularly among media professionals in the Delhi/National Capital Region (NCR) region. namely, the data highlight the fact that media professionals devote an average of six hours each day to using social media platforms, namely Twitter, for professional purposes. Individuals may utilise social media for a variety of goals, including communication, the collecting of news, and the advancement of professional development; however, the manner in which these activities are carried out may vary greatly.

There is a wide range of viewpoints held by experts in the media industry on social media. While they acknowledge the value of social media for providing instant updates and interacting with the public, many also voice doubts about the trustworthiness of social media. The study reveals that social media is gradually becoming integrated into traditional newsroom procedures, despite the fact that there are persistent challenges associated with the reliability of material and ethical dilemmas. There are questions surrounding the authenticity of the content generated by citizen journalism, despite the fact that it is widely agreed that citizen journalism improves the media landscape by including a diverse variety of opinions.

It is common for media companies to support social media initiatives; yet, they usually lack comprehensive policies and formal training. This highlights the necessity of improved communication and resources in order to effectively traverse the era of digital journalism. The findings of this study provide light on the ever-evolving influence of social media and citizen journalism. It reveals both challenges, such as the need to verify material and the presence of an

overwhelming amount of information, as well as opportunities, such as increased engagement and a variety of sources, for media professionals and organisations.

Objectives of the Research

1. To examine the practices and perceptions of journalists regarding social media cultivation and citizen journalism in the New Delhi/NCR region.
2. To explore the challenges faced by journalists in navigating the digital landscape and adapting to the changing dynamics of news production and consumption.
3. To understand the role of social media and citizen journalism in shaping journalistic practices, professional identity, and audience relationships.
4. To identify strategies and best practices for journalists to effectively utilize social media platforms and engage with citizen-generated content.
5. To assess the implications of social media cultivation and citizen journalism for the future of journalism in the New Delhi/NCR region and beyond.

Hypothesis of Research

H₁: Journalists in the New Delhi/NCR region frequently utilise social media platforms for professional reasons and hold varied opinions regarding the reliability and influence of citizen journalism.

H₂: Journalists in the New Delhi/NCR region encounter substantial difficulties in adjusting to the digital environment, which encompass concerns regarding the dependability of content, excessive information, and ethical predicaments.

H3 : The impact of social media and citizen journalism on journalistic practices, professional identity, and audience relationships is significant. This is due to the promotion of real-time updates and increased involvement. However, there are worries regarding the accuracy of the content.

H4 : Many media organisations in the New Delhi/NCR region lack well-developed strategies and best practices for effectively using social media platforms and engaging with citizen-generated material.

H5 : The proliferation of social media and the emergence of citizen journalism will persistently influence the trajectory of journalism in the New Delhi/NCR area, offering both obstacles and prospects for media practitioners and institutions.

Scope of the Work

The research encompasses:

1. A study on the utilisation of social media platforms, specifically Twitter, by journalists in their day-to-day professional activities.
2. An analysis of journalists' perspectives on the dependability and significance of social media and citizen journalism.
3. An examination of how social media is incorporated into conventional journalistic processes.
4. A research investigation on the difficulties associated with ensuring the trustworthiness of content and addressing ethical concerns in the era of digital technology.
5. An evaluation of the influence of citizen journalism on conventional media practices and the broader media environment.

Data Analysis

Quantitative Analysis: Statistical methods to identify trends and correlations in survey data.

Qualitative Analysis: Thematic analysis of interview transcripts to uncover key themes and insights.

Contribution to Knowledge

This research contributes to a better understanding of the digital transformation in journalism by

wayof:

the collection of empirical data with the purpose of quantifying and analyzing the breadth of socialmedia usage among journalists and the patterns of usage.

It is important to highlight the many perspectives that exist on the reliability and relevance of socialmedia applications.

This article takes a look at the challenges and ethical considerations that come with adopting socialmedia into traditional journalism.

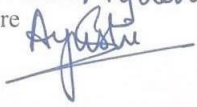
The provision of useful information on effective strategies and methodological approaches for dealingwith citizen journalism and making use of social media.

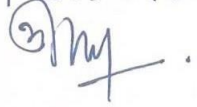
In particular, the New Delhi/National Capital Region area, we are evaluating the larger repercussionsfor the future of journalism.

Conclusion

As a result of the research, the considerable influence that social media and citizen journalism have had on journalistic practices has been brought to light, bringing with it both challenges and opportunities for media professionals and organisations. In order to successfully navigate the era of digital journalism, it is necessary to develop improved strategies, precise policies, and formal training. In this study, a conceptual framework is presented for the purpose of grasping and adapting to the ever-changing media environment. This framework ensures the continued sustainability and credibility of journalism in this era of digital technology.

Name and signature of all author:

Scholar Name: Ayushi
Signature: 

Supervisor Name: Prof. (Dr.) Mukesh Kumar
Supervisor Signature: 

Preface / Acknowledgement

It is with profound gratitude and deep respect that I acknowledge the many individuals whose support, guidance, and encouragement have been instrumental in the successful completion of this research endeavor.

First and foremost, I wish to express my deep appreciation to **Professor P. P. Singh**, esteemed Professor & Dean, School of Liberal and Creative Arts, for his unwavering support, insightful guidance, and steadfast encouragement throughout the course of this study. Professor Singh's exceptional wisdom, scholarly acumen, and commitment to the pursuit of academic excellence have left an indelible mark on this work. His mentorship has been a source of great inspiration and has significantly shaped the trajectory and depth of this research.

I am equally indebted to **Dr. Mukesh Kumar**, my dedicated supervisor, whose constant support, invaluable insights, and constructive feedback have been pivotal to the refinement and completion of this thesis. Dr. Kumar's expertise, patience, and encouragement have greatly enhanced the rigor and clarity of this study.

I extend my sincere gratitude to the **Journalists in the New Delhi/NCR region** who generously shared their experiences and perspectives, making this research both comprehensive and meaningful. Their invaluable contributions provided the empirical foundation for this work and enriched its findings.

I would also like to acknowledge the support of the **Faculty and Staff of LPU**, particularly those within the School of Journalism, whose guidance, resources, and encouragement have been of immense value throughout my academic journey.

On a personal note, I owe an immeasurable debt of gratitude to my **Father, Mr. Anil Kumar Sachdeva**, and my **Father-in-Law, Mr. Suresh Kumar Chopra**, whose unwavering belief in my abilities and steadfast encouragement have been the driving force behind the realization of this academic aspiration. Their blessings and support have been a constant source of strength.

I am profoundly thankful to my **husband, Arun Chopra**, whose boundless patience, understanding, and unwavering support provided me with the resilience to persevere through every challenge. His steadfast encouragement has been a pillar of strength throughout this journey.

A very special and loving thanks to my **dear Son, Ayaansh Chopra**, whose innocent smiles and unconditional love have been my greatest source of joy and motivation. His presence has continuously reminded me of the importance of perseverance and balance.

Lastly, I would like to extend my heartfelt appreciation to the various **organisations and platforms** that facilitated the data collection process by providing essential tools and resources, which were vital to the successful execution of this research.

To all who have contributed to this journey in countless ways your support, kindness, and encouragement will forever remain etched in my heart.

A handwritten signature in blue ink, appearing to read 'Ayaansh', with a horizontal line drawn through it.

Yours faithfully

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CHAPTER 1:

INTRODUCTION

The transformation of the media & communication landscape has been profound, with digital technologies and social media reshaping how news is consumed and disseminated. This shift presents challenges and opportunities for traditional journalism, a field historically revered for its commitment to objectivity, accuracy, and ethical standards (Deuze, 2005; Ward, 2004). Traditional journalism has served as a linchpin in informing the public, providing in-depth analysis, and holding power to account. Its role in fostering an informed citizenry and facilitating public discourse underscores its enduring significance (Schudson, 2011). Yet, the digital era, marked by the ascendancy of social media, has redefined audience engagement and the very fabric of news consumption. (Tandoc et al., 2018; Pariser, 2011).”

The intrinsic value of traditional journalism in upholding democracy, ensuring public accountability, and promoting an informed society remains indisputable. As a gatekeeper and curator of information, usual journalism continues to play a critical role in delivering news that adheres to the highest standards of accuracy and impartiality (Boczkowski, 2004; Waisbord, 2018). This exploration is crucial for ensuring that journalism continues to serve its pivotal role in society, navigating the complexities of the digital landscape to inform, engage, and empower the public (Singer et al., 2011).

However, with the advent of digital technologies and the proliferation of social media platforms, the dynamics of news consumption have undergone a profound transformation. The rise of social media has introduced new modes of information dissemination, audience engagement, and participatory journalism (Bruns, 2012). These platforms offer unprecedented opportunities for individuals to create, share, and engage with news content in real-time, often blurring the lines between professional journalism and user-generated content (Hermida, 2010). As a result, traditional journalism faces new challenges and opportunities in the digital age. Journalists must navigate an increasingly fragmented and polarized media landscape, where news travels rapidly across social networks and

information spreads unchecked (Tandoc et al., 2018). The rise of algorithmic curation and personalized news feeds further complicates the task of news consumption, as individuals are often exposed to content that reinforces their existing beliefs and biases (Pariser, 2011). Despite these challenges, traditional journalism remains essential for upholding democratic values, fostering informed citizenship, and providing accountability in the public sphere (Boczkowski, 2004). The profession continues to serve as a gatekeeper of information, curating and contextualizing news stories to provide accurate, reliable, and impartial reporting (Waisbord, 2018). In light of these developments, it becomes imperative to understand the evolving role of traditional journalism in the digital age and its interactions with social media platforms. By examining the practices, perceptions, and challenges faced by journalists, we can gain valuable insights into the future of news dissemination and its implications for society (Singer et al., 2011).

1.1 Role of Traditional Journalism

Traditional journalism, characterized by professional gatekeeping, editorial standards, and institutional frameworks, has historically served as a trusted source of information for the public. Its role in upholding democratic values, providing critical analysis, and fostering informed citizenship cannot be overstated. Despite facing challenges from emerging digital platforms, traditional journalism continues to play a crucial role in shaping public opinion and influencing policy debates. Traditional journalism has played a crucial role in shaping societies by providing a structured platform for the dissemination of information, holding those in power accountable, fostering public discourse, and acting as a watchdog for democracy. Its impact stretches across various dimensions of society:



Fig:1 gives a Detailed estimate of how traditional journalism informs the public.

Above discusses the various roles of conventional Journalism. In the recent times these roles have further diversified these extensive roles of new Journalism are highlighted in sections below.

1.1.1. Facilitating Democratic Engagement:

Journalism provides a public forum that mirrors the marketplace of ideas—a concept fundamental to democratic theory. This marketplace is where citizens exchange views, challenge government actions, and influence public opinion and policy. By offering editorial content, opinion pieces, and platforms for reader engagement, media outlets help democratize information, allowing individuals to participate in governance beyond just voting in elections.

1.1.2. Community Dialogue and Social Cohesion:

Media platforms that encourage public discourse also contribute to social cohesion by bridging diverse communities. They offer a space for sharing experiences and perspectives that may otherwise be marginalized. This inclusivity fosters a sense of belonging and community. Local journalism, in particular, plays a vital role in highlighting community

issues, celebrating local achievements, and mobilizing action around local concerns. Public discourse mediated through journalism is a dynamic process of negotiating societal values and norms. Through vigorous debate and discussion, societies can confront and address complex issues such as social justice, equity, and ethical governance. This process is vital for the evolution of societal norms and the resolution of conflicts in a manner that reflects the collective will and moral compass of the community.

1.1.3. Empowering the Public:

Providing a platform for public discourse empowers individuals by giving them a voice. This empowerment is particularly important for minority and marginalized groups, whose perspectives and concerns might be overlooked in mainstream discourse. Specialized publications and alternative media outlets play a crucial role in this regard, ensuring that diverse voices are heard and considered in the public domain.

1.1.4. The Role of Digital Platforms:

Digital journalism and social media platforms have transformed the landscape of public discourse, offering unprecedented opportunities for direct public engagement with content creators and among audience members themselves. While this democratization of discourse has its advantages, it also raises issues related to misinformation, online harassment, and the quality of dialogue. Media organizations and journalists are continually adapting to these challenges, exploring ways to moderate and guide online discussions to ensure they contribute positively to public discourse. The role of journalism in providing a platform for public discourse is multifaceted and indispensable to the health of democracies. It requires a delicate balance of facilitating open dialogue while maintaining a commitment to truth, accuracy, and fairness. As society evolves, so too will the methods and models for fostering public discourse, but the underlying importance of this function remains constant.

1.1.5. Acting as a Watchdog:

The press is often termed the "Fourth Estate" due to its responsibility in overseeing the actions of government and influential entities. By scrutinizing public policies and actions of officials, traditional journalism helps prevent abuses of power, safeguarding democratic principles and ensuring transparency and accountability. The watchdog role of journalism is one of its most critical functions, embodying the essence of journalism's contribution to democracy and societal accountability. Acting as a watchdog involves scrutinizing the actions of those in power be it government officials, public institutions, corporations, or other influential entities to ensure they operate in the public interest. This role hinges on the belief that power, without oversight, is prone to abuse and corruption. The primary objective of watchdog journalism is to grip those in control responsible for their actions. This involves investigating and reporting on misconduct, corruption, abuse of power, and negligence. Through rigorous scrutiny, journalists aim to uncover truths that those in power might wish to keep hidden, thereby preventing misuse of power and fostering transparency.

Investigative journalism is at the heart of the watchdog role. Investigative reporters spend extensive time gathering evidence, interviewing sources, and sifting through public records to expose wrongdoing and injustice. Their investigations can lead to public outrage, policy changes, legal action, and even the resignation or impeachment of public officials. By exposing the actions and decisions of the powerful, watchdog journalism promotes transparency in governance and business. It compels institutions to operate with greater openness and accountability, knowing with the aim of their events is subject to community scrutiny. This transparency is necessary for the running of an elected society, as it allows society to make informed decisions based on the conduct of their leaders and institutions. Watchdog journalism empowers the public by providing them with the information they need to take action on issues that affect their lives and communities. Knowledge of government policies, corporate practices, and societal issues enables citizens to engage in public discourse, advocate for change, and exercise their rights more effectively.

1.1.6. Challenges to the Watchdog Role:

The effectiveness of journalism as a watchdog faces several challenges, including legal threats, such as libel and defamation lawsuits designed to silence critical reporting; financial constraints, particularly in a media landscape struggling with declining revenues; and physical threats, including violence and harassment against journalists in many parts of the world. Additionally, the rise of misinformation and disinformation campaigns complicates the task of reporting the truth. For journalism to fulfill its watchdog role effectively, independence from political, corporate, and other external influences is crucial. This independence ensures that investigations and reports are conducted without bias or favor, solely in the interest of the public. Ethical journalism practices, editorial freedom, and the courage to challenge powerful interests are fundamental to maintaining this independence. The digital era has transformed the watchdog role, broadening the scope of journalism by enabling more voices to participate in holding power to account. Citizen journalists, bloggers, and independent media outlets, empowered by digital platforms, contribute to the watchdog function, although they also face the challenges of credibility and verification. In essence, acting as a watchdog is a cornerstone of journalism's mission to dish up the public attention. Despite facing significant challenges, Perseverance of journalists in uncovering the truth continues to play a vital role in safeguarding democracy, promoting justice, and ensuring that those in positions of power are held answerable for their events.

1.1.7. Economic Impact:

Through advertising and sponsorship, traditional journalism has also played a important role in the economy, not only sustaining its own operations but also supporting various industries by providing a platform for marketing and advertising. The economic impact of journalism extends far beyond the newsroom, influencing various aspects of society and the economy at large. Traditionally, promotion has been a primary basis of profits for journalism, particularly for newspapers, magazines, and broadcast media. Advertisers pay

to place their ads in these media outlets, capitalizing on the audience reach these platforms provide. This revenue stream supports the operations of media organizations, allowing them to produce content and pay journalists.

The journalism diligence contributes to the financial system by creating a wide range of jobs, from reporters, editors to photographers, designers, and administrative staff. Beyond the direct employment within media organizations, journalism also supports ancillary jobs in related sectors such as printing, distribution, and digital platform management. Journalism plays a vital role in promoting and supporting other industries through advertising and business reporting. Business and financial journalism offer critical analysis and information that guide investment decisions, influence stock markets, and provide insights into economic trends, benefiting both individual investors and the broader financial sector. Media consumption, whether subscribing to newspapers, magazines, digital news platforms, or cable news, contributes to consumer spending. People's willingness to pay for high-quality journalism reflects the value they place on reliable information, which can drive economic activity in the media sector.

Investigative journalism and business reporting can expose economic mismanagement, corruption, and unethical business practices, contributing to economic transparency and accountability. This watchdog role can lead to policy changes, regulatory reforms, and improved corporate governance, fostering a more stable and transparent economic environment that benefits the entire society.

1.1.8. Innovation and Digital Transformation:

The journalism industry's adaptation to the digital age has spurred innovation in content delivery, audience engagement, and monetization strategies. This includes the development of new technologies for content distribution in addition to novel revenue models like paywalls, membership programs, and crowdfunding. These innovations not only support the sustainability of journalism but also contribute to the broader digital economy. The economic impact of journalism is not without its challenges. The shift from print to digital

has disrupted traditional revenue models, and media organizations have had to adapt to a landscape where content is often expected to be free. The rise of large digital advertising platforms has also diverted advertising revenue away from traditional media. Despite these challenges, the journalism industry's ongoing adaptation and innovation continue to demonstrate its resilience and critical role in the economy. The economic impact of journalism encompasses a broad spectrum of contributions, from supporting direct and ancillary jobs to fostering economic transparency and promoting other industries.

1.1.9. Cultural Influence:

Traditional media outlets contribute to shaping and reflecting the cultural and social values of a society. They play a part in defining national identity, preserving language, and promoting arts and culture. Journalism exerts a profound cultural influence, shaping not just public opinion but the very fabric of society. Through its narratives, storytelling, and coverage of events, journalism molds cultural identities, sets social norms, and reflects as well as challenges societal values. Journalism acts as a mirror to society, reflecting its values, concerns, and aspirations. Through reporting on trends, events, and issues of public interest, it provides a snapshot of what matters to a community at any given time. This reflective function can reinforce cultural identity and cohesion by highlighting shared experiences and values. The framing of news stories how they are told, which aspects are emphasized, and what context is provided can significantly shape public opinion on cultural, social, and political issues. By choosing how to present stories, journalists influence how the public perceives and discusses these topics, guiding the cultural conversation.

1.1.10. Challenging Societal Norms:

Journalism also plays a critical role in questioning and challenging societal norms and values. Investigative reporting and critical analysis can expose injustices, inequalities, and

outdated practices, prompting public debate and sometimes leading to social change. This aspect of journalism is vital for the evolution of society, pushing boundaries and encouraging progress. Media representation is a powerful tool for promoting cultural diversity and inclusion. By giving voice to underrepresented groups and covering a broad spectrum of experiences and perspectives, journalism can broaden societal understanding and empathy. This inclusivity enriches the cultural tapestry, helping to build a more diverse and accepting society. Journalism serves an educational role, providing the public with the knowledge necessary to understand and appreciate cultural and historical contexts. Coverage of arts, literature, science, and history introduces audiences to new ideas and perspectives, fostering a culture of learning and curiosity.

1.1.11. Influencing Language and Discourse:

The language used in journalism can both reflect and influence societal discourse. New terms and phrases often enter the public lexicon through media coverage, shaping the way society discusses and understands current issues. This linguistic influence extends to the normalization of certain speech patterns and the marginalization of others, playing a subtle yet significant role in cultural development.

1.1.12. Changing Dynamics of News Consumption

Social media has fundamentally altered how people consume news & information. The changing dynamics of news consumption, propelled by the advent and integration of social media into everyday life, signify a radical shift in how information is disseminated, accessed, and interacted with. This shift is marked by several key trends that reflect the embryonic scenery of media & its implications for consumers, journalists, news organizations alike. Below, we explore these trends, their drivers, and the broader implications for society and the future of reporting.

Social media has fundamentally changed news consumption habits. The ubiquity of smartphones and the internet has facilitated this transition, making news accessible anytime

and anywhere. This "always-on" culture has implications for news cycles, which have become more rapid and continuous, demanding instant updates rather than scheduled broadcasts or print cycles (Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen, 2019). The transition to online and mobile platforms has dramatically reshaped the landscape of news consumption and journalism. Below, we explore the dimensions of this transition, its driving forces, and its profound implications for news organizations, journalists, and audiences.

1.1.13. Driving Forces behind the Transition

- **Technological Advancements:** Innovations in digital technology, especially in mobile computing, have been pivotal. Smartphones and tablets, with their high-speed internet capabilities, have become primary tools for news consumption, enabling access to information anytime and anywhere.
- **Changing Consumer Preferences:** Audience preferences have shifted towards on-demand and personalized content. Digital platforms cater to this demand by offering customized news feeds and instant updates, aligning with modern lifestyles that value convenience and immediacy.
- **Social Media Influence:** Twitter, Facebook & Instagram have shined as major news sources, facilitating the rapid dissemination and consumption of news. Social media not only provides a space for sharing and discovering news but also for engaging in discussions and community building around news topics.
- **Economic Factors:** The advertising landscape has undergone a transformation, with digital advertising now commanding a significant share of marketing budgets.

1.1.14. Implications of the Transition

- **Increased Competition:** With barriers to entry significantly lowered in the digital realm, traditional news outlets now compete with a plethora of content creators, including independent journalists, bloggers, and even non-journalistic entities, for audience attention

and engagement.

- **Journalistic Challenges and Opportunities:** The digital transition poses challenges for verifying the authenticity of online content, combating misinformation, and maintaining journalistic standards amidst the pressure to publish quickly. However, it also offers opportunities for innovative storytelling techniques, multimedia content, and interactive journalism.
- **Business Model Transformation:** The economic viability of traditional print and broadcast media has been challenged, prompting a search for sustainable digital business models. Subscription services, paywalls, and membership models are among the strategies being explored to monetize online content.
- **Media Literacy and Democracy:** The transition underscores the importance of media literacy. The ability to critically evaluate sources and understand media bias is crucial for informed citizenship in a digital democracy. The transition to online and mobile platforms continues to evolve, with emerging technologies such as “augmented reality” (AR), “virtual reality” (VR), and “artificial intelligence” (AI) promising to further transform news consumption and production.

The success of news organizations in this digital era will depend on their ability to adapt to changing technologies, audience behaviors, and economic realities. Embracing innovation, upholding journalistic integrity, and fostering media literacy among audiences will be key pillars in navigating the complexities of the digital news landscape. While this shift presents significant challenges, it also offers opportunities for innovation and deeper audience engagement. Navigating this transition requires a delicate balance between.

1.1.15. Commenting and Discussion:

Social media platforms and news websites now commonly feature spaces for readers to comment on news stories, facilitating discussions among users and between audiences and journalists. This has democratized the public discourse allowing for an array of viewpoints to be uttered and debated (Gillmor, 2004).

- **Sharing and Virality:** News items can quickly gain widespread attention as they are

shared across networks, transcending geographical and social boundaries (Hermida, 2014).

- **User Contributions and Crowdsourcing:** The participatory nature of digital media has enabled news organizations to leverage the collective knowledge and experiences of the public through crowdsourcing. This can range from soliciting eyewitness accounts and photos of events to engaging audiences in investigative journalism projects (Aitamurto, 2016).
- **Diversification of Perspectives:** Increased interactivity allows for a broader variety of voices to surface, contributing to a more nuanced and multifaceted public discourse (Gillmor, 2004).
- **Enhanced News Literacy:** Engagement with news content, especially through discussions and debates, can foster a more critical and discerning news audience, enhancing overall news literacy (Mihailidis & Viotty, 2017).
- **Strengthened Community Connections:** The interactive features of digital media can strengthen connections within communities, as individuals rally around local issues or news stories, fostering a sense of solidarity and collective action (Hermida, 2014).

Consumers have a vast array of choices, from mainstream media outlets to niche blogs and independent journalists. While this diversity allows users to tailor their news consumption to their interests, it also poses challenges for news organizations attempting to reach broad audiences and maintain their authority as trusted news sources (Prior, 2007). The shift to digital news consumption has disrupted traditional revenue models for news organizations, particularly advertising. Online advertising is often less lucrative than print or broadcast advertising, and the digital market is dominated by tech giants like Google and Facebook (Nielsen & Ganter, 2018). The changing dynamics of news consumption have significant implications for democracy and public discourse. On one hand, the increased accessibility and diversity of news sources can enhance public engagement and knowledge. On the other hand, the challenges of misinformation, polarization, and the undermining of journalistic standards pose risks to informed citizenship and healthy democratic debate (Allcott & Gentzkow, 2017).

The transformation in news consumption patterns reflects a complex interplay of technological advancements, cultural shifts, and economic pressures. Ensuring a healthy

media ecosystem that promotes diverse, accurate, and meaningful news consumption is crucial for the future of journalism and democracy.

1.2 SOCIAL MEDIA

Oxford Dictionary defined as a social media that "websites and applications that enable users to create and share content or to participate in social networking." This delineation positions "social media as an integral element of modern society, setting it apart from "traditional media forms such as newspapers, television, and radio". Unlike these conventional mediums, social media is defined by its online platforms geared towards user-generated content, interaction, and collaboration. These platforms span various types, including forums, "microblogging sites", "social networking services", "social bookmarking sites", "social curation tools", and "wikis", highlighting the vast array of communication and information dissemination methods available online. The rapid evolution of social media has brought about transformative ways for people globally to connect, marking a significant departure from previous communication methods. Now deeply embedded in daily life, social media facilitates not only personal connections but also broader societal interactions, making it a global phenomenon. This shift from traditional, one-directional media to a more dynamic, interactive form of social networking underscores the essential role social media plays in the digital landscape, affecting not just individual communications but also influencing cultural, political, and economic sectors worldwide. Social media platforms stand in contrast to traditional media outlets by fostering a dynamic two-way communication street, facilitating not just content consumption but active user engagement and interaction. This interactive nature encourages users to comment, vote on content, or receive personalized recommendations upon the actions and other users, creating more engaged personalized media experience. Unlike traditional media, which offers a unidirectional flow of information—such as reading a newspaper or watching a TV report without the ability to directly respond or share one's thoughts social media supports and thrives on user participation and interaction.

1.2.1 Brief Overview of the Rise of Social Media

Facebook, Twitter & Instagram has share information and engage public with online. From their inception as platforms for social networking and personal expression, social media has emerged powerful tools for news dissemination, citizen rendezvous and participatory journalism. As India stands on the precipice of a digital revolution, the role of social media has transcended beyond mere communication, weaving itself into the very social fabric and consciousness of the nation. The proliferation of social media in India has significantly impacted the educational sector. Platforms like YouTube, Khan Academy, and even WhatsApp have become instrumental in bridging educational gaps, providing free or low-cost access to quality educational content across vast geographical and socio-economic divides. During the COVID-19 pandemic, when traditional classrooms transitioned online/Social media as critical tools for learning & student-teacher interactions, demonstrating the potential for a more inclusive educational framework (Agarwal & Dhanasekaran, (2021). Social media has also transformed the Indian marketplace. It has enabled small businesses and entrepreneurs to reach a wider audience without the need for physical stores or large marketing budgets. Platforms like Instagram and Facebook Marketplace have become bustling digital bazaars, showcasing the entrepreneurial spirit of India, from handicrafts to high-tech gadgets. This democratization of commerce has not only spurred economic opportunities but has also reshaped consumer behavior, with social media increasingly influencing purchasing decisions (Singh & Jain, 2020). In the realm of entertainment, social media has redefined celebrity culture and fan engagement. Bollywood actors, musicians, and artists leverage platforms to maintain a direct connection with their fans, bypassing traditional media channels. This has led to a more intimate and interactive form of celebrity culture, where stars share behind-the-scenes glimpses and personal moments with their followers. Moreover, social media has become a launchpad for emerging talents, with platforms like TikTok (before its ban in India) and Instagram Reels creating new avenues for discovery and fame (Kapoor, 2019).

1.2.1.1. Chronological Context

The expansion of social media continued with the advent of messaging apps like WhatsApp in 2009 and WeChat in 2011. These platforms combined the immediacy of text messaging with the richness of social media, offering features like group chats, voice messages, and media sharing. “Their rise highlighted the growing importance of mobile devices in social media usage and the desire for more private forms of digital communication. Today, these platforms are integral to the social media ecosystem, facilitating personal, professional, and commercial interactions across the globe (Church & de Oliveira, 2013).”

- I. The Digital Explosion:** Social media usage is a ubiquitous aspect of modern life with Facebook, WhatsApp, Instagram. The growth of smartphone technology and the expansion of mobile internet have been pivotal in this explosion, enabling access to social media anytime, anywhere (ITU, 2020). The era known as the "Digital Explosion" marks a period of unprecedented growth and diversification in social media, driven by technological advancements, cultural shifts, and economic forces. This phase saw social media evolve from a niche hobby for tech enthusiasts to a global phenomenon that touches every aspect of modern life. Understanding the catalysts and consequences of this explosion is key to comprehending the current digital landscape and anticipating future trends.
- II. Proliferation of Internet Access:** A fundamental driver of the digital explosion was the dramatic increase in internet accessibility. In the early 2000s, broadband technology began to replace dial-up connections, offering faster and more reliable internet access. This shift was crucial in making online activities, including social media use, a more seamless and enjoyable experience (International Telecommunication Union, 2020). The spread of Wi-Fi and the development of mobile internet technologies further dismantled barriers to online access, enabling users to connect anytime, anywhere.
- III. The Smartphone Revolution:** “The launch of the first iPhone in 2007 followed by the introduction of Android smartphones, marked a watershed moment for social media.” Smartphones democratized content creation and sharing, empowering users to document their lives in real-time and upload content directly from their devices. “The resulting surge in user engagement and content generation fueled the growth of existing platforms and the

creation of new ones designed with mobile use in mind (Pew Research Center, 2019)”.

- IV. **User-Generated Content and the Participatory Web:** The digital explosion coincided with a shift towards a more participatory web, dubbed Web 2.0, where users not only consumed content but actively contributed to it. Platforms like YouTube, Flickr, and later Instagram and Snapchat, thrived on user-generated content, from personal vlogs and photography to tutorials and reviews. This era celebrated the democratization of content production, blurring the lines between content consumers and creators (O'Reilly, 2007).
- V. **Real Time Communication:** Social media platforms began to emphasize real time communication, transforming global conversations. Twitter, launched in 2006, epitomized this shift with its microblogging format that allowed users to share quick updates and engage in public discourse instantaneously. This immediacy made social media an essential tool for news dissemination, public advocacy, and community formation, further embedding social platforms into the social fabric (Kwak et al., 2010). **Algorithmic Evolution and Personalization:** Another key factor in the digital explosion was the advancement of algorithms that personalized the social media experience. Platforms like Facebook developed sophisticated algorithms to curate content, ensuring that users were shown posts deemed most relevant to their interests. This personalization improved user engagement but also raised questions about filter bubbles and the algorithmic manipulation of information (Pariser, 2011).
- VI. **Economic Implications and the Rise of Social Commerce:** The digital explosion also had significant economic implications. Social media platforms became valuable tools for businesses, enabling direct engagement with consumers and personalized advertising. The integration of e-commerce features, such as Facebook Marketplace and Instagram Shopping, ushered in the era of social commerce, where shopping became a social experience. This shift not only transformed consumer behavior but also created new economic opportunities for individuals and businesses alike (Liu et al., 2016). As social media continues to evolve, reflecting on this period of rapid growth and change provides valuable insights into the forces that have shaped the digital age and will continue to influence its future trajectory.

- VII. Cultural Shifts and Identity Formation:** Social media platforms are arenas for cultural expression and identity formation, especially among youths. They offer spaces for exploring and expressing personal identities, interests, and affiliations. Social media can promote diversity and inclusion by providing visibility for marginalized communities. Yet, it also presents challenges related to self-esteem and body image, exacerbated by the curated and often unrealistic portrayals of life shared online (Fardouly et al., 2015).
- VIII. Education and Knowledge Dissemination:** Social media has changed the scenery of education & knowledge sharing, facilitating collaborative learning and the wide dissemination of information. Platforms like YouTube have become valuable educational resources, offering tutorials and lectures on a vast array of subjects. “The abundance of information also necessitates critical media literacy skills to navigate misinformation and assess the credibility of sources (Wineburg & McGrew, 2017).”
- IX. Communication and Connectivity:** Social media offering platforms that maintain relationships over vast distances. The concept of "ambient intimacy" allows users to share mundane aspects of their lives, fostering a sense of closeness and community online (Reichelt, 2007). This profound transformation has been marked by enhanced immediacy, accessibility, and the global reach of personal and group interactions.
- X. Enhanced Immediacy and Accessibility:** WhatsApp, Facebook & Instagram have brought about unprecedented immediacy to personal and group communication. Messages, photos, and videos can be shared instantly with individuals or groups around the globe, eliminating the constraints of time and distance that once hindered interaction. This immediacy fosters a sense of continuous connectivity, allowing people to share moments of their lives in real-time and maintain relationships with ease, regardless of geographical separation (Baron, 2008). Moreover, the accessibility of social media platforms via smartphones and other mobile devices means that individuals can stay connected almost constantly. This omnipresent connectivity has redefined the boundaries between public and private spaces, allowing individuals to engage in social interactions in contexts and situations where it was previously impossible (Vitak, 2014).
- XI. Expanding Social Networks with Community:** Social media has also expanded the

traditional boundaries of social networks and communities. LinkedIn and Facebook allow users to connect with a wider array of individuals than would be possible in physical spaces alone, including long-lost friends, distant relatives, and potential professional contacts. This expansion of social networks contributes to the diversity of social connections and provides individuals with access to a broader range of perspectives and experiences (Ellison, Steinfield, & Lampe, 2007). The concept of community has similarly evolved in the age of social media. Virtual communities formed around shared interests, experiences, or identities can offer support, camaraderie, and a sense of belonging, sometimes more so than geographic communities. These online communities have become vital sources of social support and identity affirmation for many, including marginalized groups seeking connection with others who share their experiences (Wellman et al., 2001).

1.2.1.2. Future Trends in Social Media:

- **Increased Personalization through AI:** As AI technologies evolve, social media platforms will offer even more personalized experiences, tailoring content feeds, advertisements, and recommendations to the individual preferences of each user. This hyper-personalization aims to enhance user rendezvous and pleasure but also raises concerns about privacy & the creation of echo chambers (Pariser, 2011).
- **The Rise of Social VR and AR:** Social VR platforms could become virtual spaces for work, play, and socializing, transcending physical limitations and redefining the concept of online communities. AR could integrate social media interactions into the physical world in real-time, blurring the lines between digital and physical experiences (Fuchs, 2014).
- **Decentralized Social Networks:** The trend towards decentralization may continue to gain momentum, with blockchain-based social networks offering an alternative to the centralized control of traditional platforms. This shift could democratize social media, giving users more power over their content and interactions and addressing concerns over data privacy and censorship (De Filippi & McCarthy, 2012).
- **Ethical AI and Algorithm Transparency:** As the role of AI in social media grows, there will be increased calls for ethical AI practices and algorithm transparency. Users and

regulators will demand clarity on how algorithms curate content and make recommendations, pushing platforms to be more accountable for their AI-driven decisions (Diakopoulos, 2016).

1.2.1.3. Challenges and Criticisms:

Its widespread adoption, social media faces significant challenges. Seclusion concerns, statistics breaches, and the ethical use of private information are at the forefront of public discourse (Zuboff, 2019). Additionally, the platforms have become battlegrounds for misinformation and fake news, complicating efforts to ensure a well-informed public (Lazer et al., 2018).

1.2.1.4. Privacy and Data Security:

A paramount concern surrounding social media is the handling of personal data and user privacy. “High-profile data breaches and controversies” such as the “Cambridge Analytica scandal”, have exposed vulnerabilities and the latent misuse of individual information for political manipulation (Cadwalladr, 2018). These incidents have underscored the delicate balance between offering personalized experiences and safeguarding user privacy, prompting calls for stricter data protection regulations and more transparent data practices.

1.2.1.5. The Spread of Misinformation & Fake News:

The propagation of propaganda and fake news on social media a platform has emerged as a vital confront with significant implications for public health, safety, and democracy. (Lazer et al., 2018). Hard work to combat misinformation through fact-checking and content moderation have raised concerns about censorship and the platforms' role as arbiters of truth, illustrating the complexity of addressing this issue.

1.2.1.6. Echo Chambers and Political Polarization:

Social media has been criticized for contributing to supporting divergence and the pattern of reverberation chambers where users are bare predominantly to viewpoints with the intention of reinforce their obtainable attitude. This phenomenon is facilitated by algorithmic content curation, which can limit exposure to diverse perspectives and foster ideological segregation (Bakshy, Messing, & Adamic, 2015). The resultant fragmentation of public discourse poses challenges to democratic dialogue and consensus-building, fueling divisions within societies.

1.2.1.7. Impact on Mental Health and Well-being:

The crash of social media on psychological wellbeing particularly among teenagers and youthful adults has drawn increasing scrutiny. Studies have connected excessive social media use to concern, depression, and diminished self-esteem, attributing these effects to factors such as public evaluation, cyberbullying, and the disruption of sleep patterns (Twenge & Campbell, 2018). While public media can also offer sustain and connectivity, navigating its mental health implications requires a nuanced understanding of individual user experiences and the development of healthier usage practices.

1.2.1.8. The Commodification of Social Life:

Critics argue that social media commodifies social interactions, transforming aspects of personal relationships and identity into mechanisms for profit generation through targeted advertising and data analytics (Fuchs, 2014). This commodification raises ethical questions about the influence of commercial interests on social dynamics and individual autonomy, prompting debates about the need for alternative, non-commercial social media models.

1.2.1.9. The Challenge of Regulation and Governance:

Governing and regulating social media platforms pose significant challenges due to their global reach and the rapid pace of technological innovation. Efforts to regulate content and data practices must navigate the tension between protecting public interests and preserving freedom of expression. (Gillespie, 2018). Social media's challenges and criticisms highlight the complex interplay between technology, society, and individual behavior. Addressing these issues demands a collaborative approach involving platforms, policymakers, researchers, and users themselves.

1.2.2. Social Media and Journalism

Journalists must navigate these digital platforms while upholding journalistic principles of accuracy, fairness, and accountability. The arrival of social media has ushered in a seismic move in journalism, transforming how news is reported, distributed, and consumed. This digital revolution has indistinct the position between the media and audiences, democratized news creation, and challenged traditional media's gatekeeping roles. While social media has empowered journalism in unprecedented ways, it also presents challenges that threaten the integrity and sustainability of news organizations.

- I. Democratization of News Production:** Social media platforms have democratized news production, enabling anyone with an internet connection to split information with a worldwide audience. This participatory model of news has known increase to citizen journalism where normal persons report news events, often in real-time, providing unique perspectives and stories that might otherwise go unnoticed (Goode, 2009). This grassroots approach to news gathering has the potential to enhance journalistic coverage, offering diverse viewpoints and democratizing the information landscape. With the proliferation of user-generated content, distinguishing between credible news and misinformation has become increasingly challenging, underscoring the need for rigorous fact-checking and verification processes (Hermida, 2012). The democratization of news production, significantly accelerated by the beginning of social media, marks a profound transfer in the

landscape of information dissemination and public discourse. This transformation has enabled a broader base of contributors to participate in news production, challenging traditional gatekeeping roles and fostering a more participatory culture in journalism. Below, we delve into the nuances of this democratization, its implications for journalism, and the challenges it presents.

- II. Expansion of Voices and Perspectives:** One of the most significant outcomes of the democratization of news production is the inclusion of a wider collection of voices and perspectives in the public sphere. Social media platforms empower individuals to report from their locales, share personal experiences with global events, and highlight stories that might not fit the conventional criteria of newsworthiness established by traditional media outlets. This expansion enriches the public discourse, offering a multiplicity of viewpoints and narratives that challenge mainstream media's dominance and its framing of events (Gil de Zúñiga & Valenzuela, 2011).
- III. Citizen Journalism and Grassroots Reporting:** Citizen Journalism has emerged as a essential element of the democratized news scenery, characterized by the active involvement of non-professionals in “collecting, reporting, analyzing, and disseminating news and information.” “Platforms like Twitter, Facebook, and YouTube have become crucial tools for citizen journalists”, especially during crises or in regions where traditional media's access is restricted. The role of citizen journalists was notably highlighted during events such as the “Arab Spring”, where individuals utilized social media to document protests and government crackdowns, providing real-time updates and narratives often absent in official media channels (Howard et al., 2011).
- IV. Challenges of Verification and Misinformation:** While the democratization of news production has many benefits, it also introduces significant challenges, particularly concerning the verification of information and the spread of misinformation. This issue is exacerbated by the phenomenon of "fake news" and disinformation campaigns, which leverage social media's reach to influence public opinion or sow discord. News organizations and journalists are increasingly tasked with employing advanced fact-checking methods and digital forensic techniques to authenticate user-generated content

before dissemination (Silverman, 2016).

V. Impact on Traditional Journalism and Media Literacy: The democratization of news production challenges traditional journalism's gatekeeping role, prompting debates about journalistic authority, objectivity, and the economic sustainability of news organizations. As audiences increasingly twist to social media for news and traditional media outlets must adapt by incorporating user-generated content, engaging with audiences on digital platforms, and exploring new business models to remain viable (Newman et al., 2012). Moreover, the shift towards democratized news production underscores the importance of media literacy among the public. As individuals navigate an increasingly complex information landscape, the ability to critically evaluate sources, recognize biases, and verify information becomes essential. Education in media literacy is crucial for empowering citizens to construct knowledgeable decisions and contribute successfully in democratic processes (Vraga & Tully, 2019). The democratization of news production represents a significant evolution. Balancing the benefits of expanded participation and the risks of misinformation necessitates a collective effort among journalists, educators, technology platforms, and the public to uphold the integrity of news and foster an informed society.

VI. The Speed of News Dissemination: Social media has dramatically accelerated the pace of news diffusion, enabling stories to go viral within minutes. This instantaneity can be advantageous during breaking news situations, allowing for rapid information sharing and updates. However, the pressure to publish quickly can compromise journalistic rigor, leading to errors, speculation, and the spread of unverified information. The race for speed underscores the tension between accuracy and immediacy, highlighting the need for news organizations to balance these competing demands (Kümpel, 2020). The arrival and propagation of social media have drastically accelerated the speed of news dissemination, marking a transformative shift in the landscape of information sharing and consumption. This rapidity, while offering numerous advantages in terms of immediacy and accessibility, also presents a set of challenges that necessitate a careful evaluation of the implications for journalism, public understanding, and the democratic process.

▪ **Immediacy and Reach:** Social media platforms enable news to travel faster than ever

before, reaching vast audiences across the globe almost instantaneously. This immediacy is particularly crucial during emergencies or significant events, where timely information can be essential for public safety and informed decision-making (Kwak et al., 2010).

- **Democratic Access to Information:** The fast stretch of news on social media democratizes access to information, breaking down barriers that traditionally limited news access to certain geographic or socio-economic groups. This inclusivity enhances public discourse by incorporating a broader range of voices and perspectives (Hermida, 2010).
- **Engagement and Participation:** The speed of news dissemination on social media fosters greater public engagement and participation. Audiences are not only passive consumers but active participants who can share, comment on, and contribute to the news process, potentially leading to more vibrant and dynamic public discussions (Bright, 2016).
- **Verification and Accuracy:** The pressure to publish news quickly can compromise the correctness and reliability of coverage. The race to be first often leads to the dissemination of unverified or incomplete information, raising concerns about journalistic standards and the potential for misinformation to spread widely (Silverman, 2015).
- **Sensationalism and Clickbait:** The drive for rapid dissemination and high engagement can incentivize sensationalism and clickbait, where headlines or content are designed to attract attention rather than inform. This trend can distort public understanding and prioritize entertainment value over substantive news (Molyneux, 2018).
- **Information Overload:** The constant stream of information and message on social media can lead to news overload, where individuals struggle to process and discern important news from trivial updates. This saturation can diminish the impact of significant news stories and contribute to public disengagement or fatigue (Song et al., 2017).
- **Enhanced Verification Techniques:** News organizations and journalists can invest in advanced verification techniques and technologies to ensure accuracy before publication, even in the face of pressure to report quickly.
- **Media Literacy Education:** Equipping the public with media literacy skills can help individuals navigate the information landscape more effectively, discerning credible news sources and resisting sensationalist content.

- **Algorithmic Transparency and Accountability:** Social media platforms can work towards greater transparency and accountability in their algorithms, striving to balance the need for engagement with the imperative of providing accurate and diverse information.
- **Journalistic Adaptation and Innovation:** The journalism industry can carry on to become accustomed and innovate in response to the challenges of rapid news dissemination, exploring new formats, platforms, and models that prioritize depth, context, and engagement alongside speed.

1.2.2.1. Impact on News Consumption Patterns

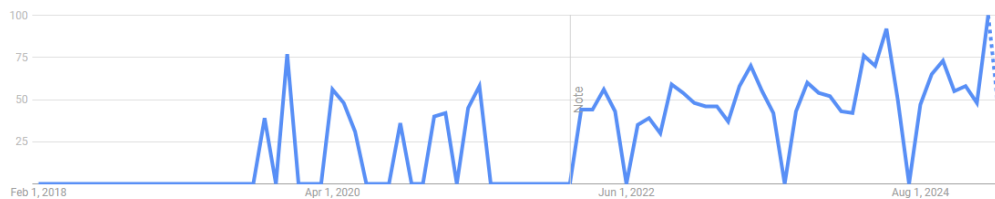


Fig: 2 Google Trends of Impact of Social Media Use

Above figure prove beyond doubt that over the last decade usage and impact of Social media has transformed news consumption patterns, with more people relying on platforms like Twitter, Facebook, and Reddit as their primary news sources. This shift has implications for how audiences engage with news, favoring bite-sized, shareable content over in-depth reporting. While social media can increase news exposure, particularly among younger demographics, “it also raises concerns about selective exposure and the echo chamber effect, where users are exposed only to information that reinforces their existing beliefs (Mitchell, 2016) Historical Context of Social Media in Journalism

The incorporation of social media into journalism practices has been a gradual process, shaped by technical advancements shifts in audience behavior and changes in media

economics. From the early experiments with social media as “sources of news” to the current landscape dominated by digital first news organizations. The historical context of social media in journalism illustrates a dynamic evolution influenced by technological advancements, societal changes, and shifting consumer expectations (Rheingold, H., 1993).

The early Internet was marked by a series of innovations that established the foundations for social media. From BBS and Usenet to blogs and early social networking sites, each development contributed to the vision of the online based media as a space for community communication, community building, and information sharing. This period of exploration and growth set the stage for the transformative brunt of social media on communication, culture, and society in the 21st century. The early Internet laid the foundational stones for what would become the sprawling ecosystem of social media. This period, characterized by innovation, experimentation, and the establishment of digital communities, set the stage for the interactive, user-driven web we engage with today. Understanding this era requires delving into several key developments that facilitated the rise of social media. Before the World Wide Web became ubiquitous, Bulletin Board Systems (BBS) were among the earliest forms of online communities. Launched in the late 1970s, BBS allowed users to connect over phone lines using a modem to join discussions, share files, and play games. Similarly, Usenet, established in 1980, functioned as a global discussion system where users could read and post messages to different groups known as newsgroups. These platforms were fundamental in demonstrating the Internet's potential for community building and information sharing on a wide scale (Rheingold, H., 1993).

The personal nature of blogs represents a significant departure from traditional media outlets. This individualized approach resonates with contemporary audiences who seek authentic voices and perspectives beyond the institutionalized journalism of the past. Blogs offer a direct window into the thoughts, experiences, and insights of individuals, fostering a more intimate and engaged relationship between content creators and their audiences. This personal touch challenges the perceived authority of established news organizations, as readers increasingly value the credibility and authenticity of voices that speak directly to

them, unmediated by editorial filters (Blood, R., 2000). Blogs have democratized the means of content production, empowering individuals to publish and disseminate their work without the traditional gatekeepers of editors and publishers. This shift represents a radical reconfiguration of the media ecosystem. By bypassing the traditional journalistic hierarchy, bloggers can present unfiltered narratives and analyses, directly engaging with global audiences. This autonomy not only expands the diversity of content available but also challenges the conventional dynamics of power and control in the media industry (Rosen, J., 2006).

The rise of blogging has compelled traditional journalism to confront its limitations and biases. The editorial processes that have long governed news production are being re-evaluated in light of the more agile and responsive nature of blogs. Furthermore, the proliferation of news and commentary blogs has introduced competitive pressures, prompting mainstream media to adopt new digital strategies, incorporate multimedia content, and foster greater interactivity with readers (Gillmor, D., 2004). As blogging continues to evolve, its relationship with traditional journalism is marked by both collaboration and contention. Blogs complement mainstream media by filling gaps in coverage, offering specialized analysis, and amplifying underrepresented voices. At the same time, the tension between professional journalists and bloggers underscores ongoing debates about the definition, ethics, and standards of journalism in the digital age.

The Blogging Revolution: The blogging revolution had a profound impact on mainstream media and public discourse. The rise of blogs challenged traditional news organizations to adapt to a more participatory form of media, where readers expected not just to consume content but to engage with it through comments and discussions. Furthermore, the ability of blogs to rapidly disseminate information and mobilize public opinion highlighted the power of the internet as a tool for social and political activism (Lasica, J. D., 2003). Despite their significant contributions to democratizing media, blogs also faced challenges. Issues such as credibility, accuracy, and the proliferation of misinformation became points of concern, as the barriers to publishing content were virtually non-existent. Over time, the landscape of blogging evolved, with many blogs becoming more professionalized, some

bloggers transitioning into mainstream media roles, and others incorporating multimedia elements to adapt to changing consumer preferences. While some predicted the decline of blogging in the face of microblogging and social networking sites, blogs persisted as important spaces for in-depth analysis, niche interests, and long-form content. The legacy of the blogging revolution continues to influence the digital media landscape, emphasizing the value of individual voices and the power of direct communication with audiences.

Indian Blogosphere: The Indian blogosphere, known as the Indian Blogosphere, represents a vibrant and diverse segment of the global blogosphere, characterized by its wide array of Indian weblogs. This digital community showcases the rich cultural and linguistic diversity of India, evolving significantly since its inception in the early 2000s. The evolution from personal diaries to platforms hosting a diverse range of content mirrors global trends of digital democratization, offering insights into India's unique sociopolitical and cultural landscape (Kumar, 2020). The introduction of Unicode, enabling typing in Indian languages on computers, marked a pivotal moment for the Indian blogosphere. Initially, the growth of blogs in Indian languages was hampered by a lack of Indic typing tools. However, as these tools became more accessible and awareness increased, a significant surge in blogs written in Indian languages was observed (Deka, 2019).

The path of Indian blogging, from its inception in the early 2000s to its current status as a cornerstone of the digital revolution in India, embodies a significant transformation in the country's media and public discourse landscape. This journey encapsulates the evolution from personal weblogs to platforms that influence public opinion, drive social movements, and even impact policy discussions. The historical context of Indian blogging reveals a broader narrative of digital democratization, societal engagement, and the quest for authentic voices in the media ecosystem. The early 2000s marked the advent of blogging in India, mirroring global trends but with distinct local flavors. Initial blogs were often personal diaries or hobby sites, where individuals shared their life experiences, passions, and interests. These personal narratives laid the groundwork for the blogosphere, emphasizing authenticity, personal voice, and direct audience engagement elements that would become hallmarks of the blogging culture.

As internet penetration deepened in India, thanks in part to more affordable access and the proliferation of mobile devices, the blogosphere witnessed rapid diversification. Niche blogs catering to a wide array of interests, including technology, fashion, and politics, began to flourish. This period of expansion not only showcased the diversity of the Indian experience but also highlighted the blogosphere's potential to cater to specialized communities and interests that were often underserved by mainstream media. A significant aspect of the Indian blogosphere's evolution is its contribution to citizen journalism. Blogs became platforms for grassroots reporting, offering alternative narratives and perspectives on national and local issues. During events like the Mumbai terror attacks and the Delhi gang rape case, bloggers provided critical insights, personal stories, and on-the-ground reports, challenging traditional media's monopoly on news dissemination and shaping public discourse.

1.2.2.2. Future of Indian blogging:

- i. **Augmented and Virtual Reality:** Incorporation of AR and VR technologies could transform the blogging experience, offering immersive and interactive content that enhances storytelling and engagement.
- ii. **Greater Focus on Vernacular Content:** As internet penetration deepens, there is a growing demand for content in local languages. This trend is likely to spur the growth of blogs catering to regional audiences, fostering greater inclusivity.
- iii. **Sustainable Monetization Models:** As the digital landscape evolves, finding sustainable monetization models that balance commercial interests with content integrity will be crucial for bloggers.
- iv. **Strengthening Legal and Ethical Frameworks:** Addressing challenges such as misinformation and online harassment will require robust legal and ethical frameworks that protect free speech while ensuring digital safety and credibility.

An impressionistic survey conducted in 2019 revealed that monetization was not the primary goal for most Indian bloggers. Many started multiple blogs on free platforms but lost interest over time. A small portion of bloggers, however, managed to sustain their

engagement beyond the initial surge, highlighting a pattern of fluctuating commitment within the Indian blogging community (Singh & Patel, 2019). Despite the InScript keyboard being the standard for Indian languages, phonetic transliteration-based typing emerged as the preferred method due to its ease of use. Tools like "Indic IME" and "BarahaIME" gained popularity, facilitating the growth of blogs in Indian languages. The launch of Google's Indic Transliteration tool in 2007, particularly its integration into Blogger, significantly eased the blogging process for many, eliminating the steep learning curve associated with Indic typing (Rao, 2018). India's linguistic diversity, with over 20 official languages, is well-represented in the blogosphere. Though many Indian blogs are written in English, there has been a noticeable increase in content created in Hindi and other Indian languages. Blogger, due to its support for Indic Unicode and rich features, along with the integration of the Google Indic Transliteration tool, remains popular among Indian bloggers. WordPress, with its support for Indic Unicode, is favored by those hosting their blogs on their own domains (Mehta, 2021).

1.3 Citizen Journalism

The digital revolution, characterized by the arrival of the Internet, novel technological advancements, and the increase of social platforms and grassroots media initiatives, has fundamentally transformed the landscape of information collection, dissemination, and exchange (Lewis, 2012). This transformation has known increase to citizen journalism, an occurrence emerging from this digital evolution, offering an alternative approach to news gathering and reporting that operates beyond the conventional media ecosystem and is accessible to virtually anyone (Allan & Thorsen, 2009). In today's era, characterized by an unprecedented consumption of images and absorption of data, individuals find themselves not just as recipients of a relentless stream of information but as active contributors to it. The democratization of information empowers anyone to broadcast their personal experiences of events in real time, marking a significant departure from traditional modes of reporting (Bruns, 2005).

The concept of citizen journalism, while appearing novel, draws its roots from historical

instances of individual reporting. A notable example includes “Abraham Zapruder’s” amateur recording of “John F. Kennedy’s” assassination, a moment captured inadvertently that served as a precursor to modern-day citizen journalism by highlighting the potential impact of unplanned, amateur reporting in documenting significant events (Zelizer, 1992). Zapruder’s decision to film Kennedy’s rally in Dallas and his subsequent sharing of the footage with the Secret Service underscore the intrinsic value of citizen contributions to the collective understanding of news events, despite their non-professional origin. South Korea’s OhMyNews stands as a familiar sight in the formalization of citizen journalism, embodying the principle that every individual has the potential to contribute to the news-making process. This platform underscores the shift from traditional readership to active participation, allowing citizens to transition from mere consumers of information to providers (Kim & Hamilton, 2006). This shift signifies a broader movement towards participatory journalism, wherein the barrier between the audience and the news media is increasingly blurred, enabling a more comprehensive and diverse illustration of perspectives in the public discourse (Jenkins, 2006).

Participatory reporting, often synonymous with citizen journalism, represents a transformative approach in storytelling, where personal narratives add depth to the understanding of events, essentially positioning individuals as active participants in the construction of history (Couldry, 2008). This method challenges traditional notions of history as a series of events naturally progressing into collective memory, suggesting instead that history, much like journalism, involves a process of selection and definition, thereby framing both as constructs rather than mere reflections of reality (Schudson, 1995). The role of citizen journalism in reshaping the historical narrative is evidenced by instances where amateur footage has significantly altered public perception and understanding of events. “The death of Ian Tomlinson during the G20 demonstrations in London” captured by an amateur, contradicted initial official reports and brought to light the true circumstances surrounding the incident (Davies, 2010). Similarly, the viral dissemination of Mohamed Bouazizi’s self-immolation in Tunisia not only embedded a new chapter in history but catalyzed the Arab Spring, demonstrating the power of citizen-generated

content to alter the course of history (Howard & Hussain, 2013). The Arab Spring, in particular, showcased an unprecedented level of citizen engagement in news reporting, where individuals took to social media to document and share live updates, challenging mainstream media narratives and governmental controls (Khondker, 2011). Likewise, the Iranian Green Movement revealed a side of Iran contrary to the deeply theocratic and extremist image portrayed by international media, illustrating the role of citizen journalism in redefining national images (Dabashi, 2010).

The potential of citizen journalism to serve as a legroom for control and governmental interference has also been demonstrated. The Chinese government's intimidation of bloggers during the HongKong pro-democracy demonstrations and the censorship efforts by the Turkish government under Recep Tayyip Erdoğan highlight the challenges faced by citizen journalists in regimes with tight controls over information dissemination (Wong & Bramble, 2014; York, 2014). The intrinsic challenge of maintaining journalistic objectivity and neutrality when the reporter is also a participant highlights the limitations of citizen journalism. The absence of traditional journalistic standards such as fact verification and source objectivity in real-time reporting raises questions about the reliability of citizen-generated content (Allan & Thorsen, 2009). “Despite these challenges citizen journalism continues to play a critical role in documenting events, particularly in contexts where professional journalists have limited access, as seen in Syria (Sambrook, 2010).” As imagery circulates with increasing rapidity across digital platforms, the provenance of such material often becomes obscured, complicating efforts to verify authenticity and credit the original sources (Wall, 2015). Tools like Tagg.ly represent attempts to address this challenge by embedding attribution details directly onto images, a practice that underscores the growing necessity for mechanisms that can trace the origins of user-generated content (Matias, 2016). The partnership between grassroots initiatives like Citizenside a French organization dedicated to monitoring, protecting, and verifying amateur-generated content—and major news agencies such as Getty Images and AFP illustrates a paradigm shift towards legitimizing citizen journalism within the traditional media ecosystem. This collaboration points to the evolving landscape where spontaneous iPhone snapshots can

transition into headline news stories, provided they meet the criteria of verifiability and relevance (Allan & Thorsen, 2009).

However, the democratization of news production through citizen journalism is not without its pitfalls. The case of Sunil Tripathi, a missing student misidentified as a suspect in the Boston Marathon bombing due to speculative detective work by online vigilantes, highlights the ethical considerations and potential harm that can arise from unregulated participatory reporting (Tolentino, 2013). This incident underscores the need for a self-regulatory framework within the citizen journalism community to maintain a clear distinction between the roles of observer and enforcer, thus safeguarding against the spread of misinformation and unwarranted accusations (Lewis, Kaufhold, & Lasorsa, 2010).

1.3.1 Emergence and Impact of Citizen Journalism

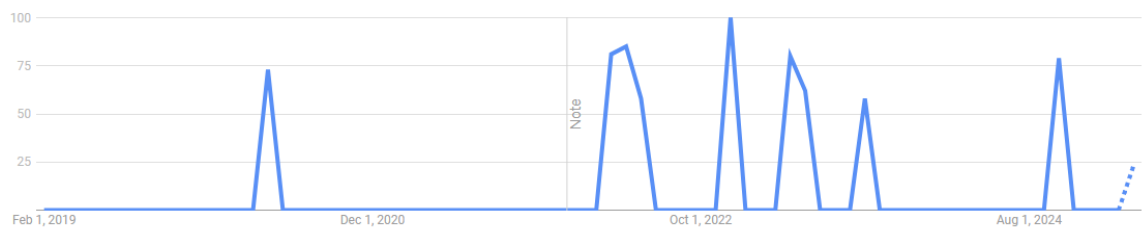


Fig 3: Google trends Show casing impact of citizen journalism (2019- 2024)

Figure above depicts that the impact of citizen journalism has intensified in past five years. This growth can be attributed to the increasing digitalization of all mode of communication and news dissemination. By 2020, social media platforms saw their user base expand from 970 million in 2010 to over 3.81 billion, marking an unprecedented growth in digital interaction (Dean, 2021). This surge in socialmedia usage has ushered as opportunity and challenges, where impact is often viewed through the lens of individual bias. Emerging technologies have democratized the information, allowing various opinions, news, and perceptions of people to be shared instantaneously. However, it also opens the door to a dark underbelly of unregulated expression and the contentious debate over the boundaries of 'freedom of speech.' Holt and Perren (2009) discuss how the internet, as a cornerstone

of new media industries, promotes the values of deregulation, emphasizing the dual notions of freedom: the liberation from traditional hierarchies and the allure of something for nothing. Within this digital revolution, citizen journalism emerged as a medium of democratization, offering a platform for voices that might otherwise be marginalized by mainstream media. Citizen journalists, equipped with nothing more than a smartphone or laptop, can disseminate their narratives, experiences, and perspectives to a global audience within seconds, challenging the conventional gatekeeping roles of professional journalism.

During the COVID-19 pandemic, traditional media outlets have adapted by leveraging online platforms like Zoom to conduct interviews and produce content, maintaining professional standards while engaging with the burgeoning online community. This adaptability has underscored the resilience of journalism amidst a crisis, simultaneously highlighting the flourishing domain of citizen journalism as people increasingly turn to the internet for information. According to a report by the BBC News (2020), UK adults spent a record quarter of their waking hours online during the lockdown, signaling a shift towards digital sources of news and information. This shift has underscored a symbiotic relationship between traditional journalists and citizen reporters, driven by technological advancements. While citizen journalism has gained traction, offering fresh perspectives and engaging audiences in new ways, mainstream news broadcasters continue to be regarded as more credible sources due to their adherence to journalistic standards, qualifications, and regulatory frameworks. Despite criticisms from figures such as Andrew Marr, who disparaged bloggers and citizen journalists for their lack of professionalism (Wells, 2010), it's clear that both forms of journalism hold value for audiences seeking diverse and comprehensive coverage of events shaping the world today.

The democratization of news production through the advent of blogging and citizen journalism has dramatically expanded the information landscape and offering unparalleled opportunities. However, this expansion introduces challenges, notably the increased risk of disseminating fake news, given the ease with which individuals can publish content online. Despite these challenges, the phenomenon has not deterred the competition that traditional mainstream broadcasters face. Renowned news companies, including ITV,

BBC, and SKY are now competing with the vast numbers of individuals using platforms such as Twitter, Facebook, Instagram, and LinkedIn. This has necessitated an essential strategic shift among mainstream news outlets towards embracing aspects of citizen journalism within their operations. For example, the BBC's engagement with its audience through nearly 100 blogs illustrates a significant move towards a more inclusive, citizen-focused journalistic practice ("The BBC's blogs," 2010). This integration signals a profound transformation in news representation, steering towards a future landscape where citizen journalism plays a critical role. The adaptation of citizen journalism underscores the practice's potential to enhance democratic values and freedom of speech. Despite the skepticism surrounding the professionalism and ethics of citizen journalists, there is a growing trend towards transparency and accountability within this community. Stacey Dooley's success as a documentary maker for the BBC exemplifies the credibility and trust that can be achieved within citizen journalism when individuals adhere to journalistic ethics and rigorous fact-checking, even though they are not bound by professional obligations to do so (Morrish, 2012).

Citizen journalism not only provides an alternative source of news in areas underserved by mainstream media but also gives a voice to marginalized groups and communities with limited access to digital technology. It plays a pivotal role in highlighting issues of public concern, advocating for accountability, and offering diverse perspectives on global events. The vast array of opinions and narratives competing for attention online enriches the public discourse, presenting a multitude of realities that challenge traditional authoritative narratives (Starkey, 2007). The distinction between citizen journalism and traditional journalism primarily lies in their respective journalistic practices. Citizen journalism often adopts a conversational tone, emanating from the independence of its reporters who typically focus on subjects of personal interest. This autonomy means their narratives may lack a conventional conclusion, introducing a level of personal bias that could obscure the news story's objective clarity. In contrast, traditional journalism adheres to a more structured format, delivering news from a third-person perspective to ensure a complete and impartial report. This method represents a vertical approach to information

dissemination, unlike the horizontal nature of citizen journalism, which promotes a broader participatory platform(The Guardian, 2021).

Traditional journalism is characterized by formally trained journalists who have acquired specific skills and knowledge, ensuring professionalism in their work. This sector includes established media outlets such as print, television, radio, and, more recently, the internet. Their goals extend beyond informing the public to educating, documenting, and interpreting events while upholding a sense of accountability. Traditional journalists operate under legal and ethical standards recognized by law. On the other hand, citizen journalism lacks formal training and is not bound by professional ethical standards or legal recognition. Most work in first person, aiming to inform the public and engage them in a reciprocal manner, leveraging modern technology for global distribution at minimal costs (Marwafahes, 2016). Digital technologies have expanded reach of journalists, allowing for global engagement and interaction with diverse audiences. This shift has fundamentally changed the methods, purposes, and public perceptions of journalism. The internet, in particular, has democratized the field, creating a space where both producers and consumers of news are more informed and critical. As a result, the journalistic landscape is evolving, moving away from traditional methodologies towards more open-ended, suggestive, and personalized forms of reporting. “This transformation underscores the importance of navigating the balance between embracing the democratic nature of citizen journalism and maintaining the professional integrity of traditional journalism in the digital era ("Journalism in the Digital Age," n.d.).”

The advent of personalized news has marked a transformative period in the digital age, compelling traditional broadcasting giants to adapt to audience demands for tailored content. This shift away from a universal approach to news delivery arises in the context of an internet-driven landscape that exerts considerable pressure on established media entities like Sky, BBC, and ITV, challenging them to innovate or risk losing their audience base. The digital era, with its boundless opportunities for niche content creation, pits traditional media against a myriad of informal, yet influential, platforms (Holt & Perren, 2009). The roots of this digital personalization trace back to 1997 with 'Ask Jeeves,' a

platform that introduced an avatar butler, symbolizing a personalized service for the user. This development not only personalized the search engine experience but also heralded a new era of internet usage characterized by an intimate and almost private interaction between the individual and their screen. This evolution reflects a growing need and desire for personalized online experiences, including in advertising, news broadcasting, and social media (Holt & Perren, 2009).

Research from the University of Texas (2008) identifies two main reasons people prefer personalized digital experiences: the overwhelming volume of information online and a desire for control over their media consumption. Personalization helps mitigate information overload by curating content that aligns with the user's interests and preferences, fostering a sense of control and reducing the cognitive burden associated with sifting through vast amounts of data. Today's integration of social media with personal and professional life complicates the distinction between these spheres, leading to a cultural phenomenon known as 'dumbing down,' where sensationalism often supersedes substantive reporting. This trend is evident in both traditional and citizen journalism, with sensationalized stories designed to attract audience attention often at the expense of depth and accuracy. The National Union of Journalists' code advocates for honesty in reporting, yet the industry's competitive nature and the allure of sensationalism frequently blur the lines between fact and fiction (The Beacon, 2019; Independent, 2014). Moreover, the algorithms governing social media platforms tailor content feeds to align with users' existing beliefs and interests. Digital echo chamber presents a significant challenge for journalists striving to reach a broader audience amidst the noise of personalized and sensationalized content. The demand for engaging content, coupled with the pervasive influence of social media algorithms, necessitates a delicate balance for journalists: to attract and retain audience interest without compromising the integrity and diversity of their reporting.

Citizen journalism has broadened the spectrum of news coverage, contributing to a diverse array of niche stories and entertainment content. Such practices complement social media algorithms, creating a competitive environment that challenges traditional journalists to adapt their methodologies to stay relevant (Nieman Reports, 2000). New technologies have

transformed the landscape of journalism, introducing both opportunities and challenges. The capability for rapid news distribution and access to a global audience with minimal costs has democratized information dissemination. However, this transformation has also brought forth ethical and legal considerations, particularly for independent journalists and bloggers aiming to hold powerful entities accountable. The lack of an in-house legal department for pre-publication review poses significant personal legal liabilities for these individuals, emphasizing the importance of navigating defamation, privacy, copyright, and other legal issues effectively (New Media Rights, 2019). The National Union of Journalists (NUJ) established a new media sector in 2005 to support journalists in digital media, addressing the unique challenges faced by those in online publishing. This move underscores the evolving nature of journalism and the need for professional support in the digital age (nuj New Media, n.d.). Social media has become pivotal in information dissemination and networking. Yet, they also raise ethical concerns, such as online bullying, which have only recently begun to be addressed through regulation. “Instances of online harassment highlight the delicate balance between freedom of expression and the potential for harm in the digital public sphere (Easy Tech Junkie, 2021).” In public sphere, individuals engage in open debate to influence political action, has evolved with technology. The digital age has expanded this space, allowing virtually anyone with internet access to contribute to societal discourse,

reminiscent of the role 18th-century coffee houses played in facilitating public discussion and challenging governmental and journalistic norms (Medium, 2019). The dynamics of the media landscape have been significantly reshaped by the advent of citizen journalism, creating a powerful platform for previously marginalized communities. This democratization of media production has prompted organizations to adopt ethical practices, such as Fair Trade certifications and cruelty-free products, responding to the heightened public scrutiny facilitated by widespread access to publishing tools. However, this shift has also ushered in challenges, as the vast array of perspectives available online can sometimes fuel divisive and dangerous movements. The global protests against COVID-19 lockdown measures, racial injustice, and gender inequality in 2021 exemplify the potent role of

citizen journalism in mobilizing public sentiment and action through social networks (Davies, 2021).

The pressure to be "politically correct" has intensified in this environment, complicating public discourse and the task of traditional journalism to navigate a landscape rife with potential for offense. Mainstream media outlets have found themselves in a delicate balance, striving to maintain relevance and engage with audiences accustomed to the immediacy and personalization offered by online platforms. This adaptation has not only been a matter of survival but also a strategic move to harness the intimacy and directness that digital technologies afford, all while preserving the credibility and authority that distinguish professional journalism (Johnson, 2022). These serve unique purposes, with the former often seen as a source of entertainment or alternative perspectives, and the latter valued for its investigative rigor and commitment to ethical standards. Traditional news broadcasts used the content of social that highlights the symbiotic relationship between these two forms of journalism. This convergence suggests a future where both continue to evolve, leveraging their respective strengths to enrich public discourse and knowledge (Thompson, 2023). As we look ahead, the trajectory of journalism is poised to be shaped by ongoing technological advancements and the unrelenting tide of the internet. While citizen journalism is expected to grow, driven by the ubiquity of digital devices and platforms, the enduring demand for traditional journalism's vetted and authoritative voice suggests that neither form will render the other obsolete. Instead, the interplay between these distinct approaches to news reporting will likely deepen, offering audiences a richer, more nuanced understanding of the world around them (Barker, 2024).

1.4 Application of Citizen Journalism to Social Media

Social media platforms like Twitter, Facebook, and Instagram have transformed citizen journalism by enabling real-time reporting and broad sharing of user-generated content, democratizing news access and distribution.

1.5 Importance of Understanding Social Media Cultivation and Citizen Journalism among Journalists

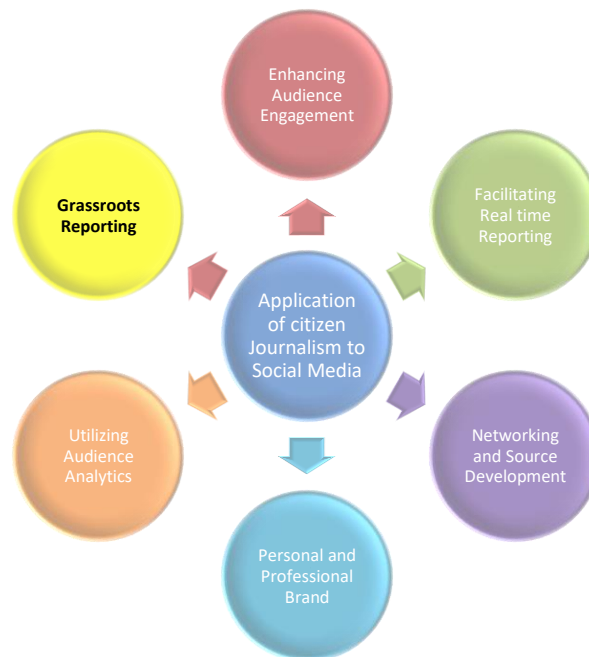


Fig:4 Above depicts the various application of citizen journalism to the social media platforms which have witnessed Usage post -Covid

Social media and technology have empowered citizen journalism, enabling real-time news sharing and diverse perspectives. However, challenges like misinformation and lack of oversight persist, prompting calls for better content verification and digital literacy.

Understanding the dynamics of social media cultivation and the rise of citizen journalism is paramount for navigating the evolving digital era. The integration of these elements into the newsecosystem significantly impacts the processes of news gathering, distribution, and

consumption. This detailed exploration outlines the significance of these components, emphasizing the necessity for journalists to adapt and engage with these modern practices to enhance their reporting, audience interaction, and the integrity of journalism.

1.5.1. Democratizing Information

Citizen journalism represents a democratic shift in the distribution of news and gatekeeping roles in the media industry. By empowering individuals to share news, this movement facilitates a more equitable access to information and encourages a participatory form of media consumption. The democratization of information signifies a transformative shift towards a participatory journalism, where access to and the dissemination of information are not confined to traditional gatekeepers but are instead widely accessible to the public. This shift has been propelled by the internet revolution, fundamentally altering how information is created, disseminated and consumed. By empowering individuals with the tools to share knowledge and news, the barriers to information dissemination have been significantly lowered, fostering a more informed and engaged global citizenry.

At the core of this transformation is the principle that access to information is a fundamental right. The democratization of information enhances transparency and accountability, allowing citizens to create knowledgeable decisions, contribute in community discourse, and hold institutions and individuals in power to account (Benkler, 2006). The implications of information democratization extend beyond individual empowerment, influencing the dynamics of power and control in society. As individuals the power of digital tools to voice their narratives, they challenge traditional media's monopolistic control over information dissemination. This shift not only diversifies but also promotes a more dynamic and democratic model of communication, where dialogue and exchange are paramount (Castells, 2007).

However, the democratization of information is not without its challenges. The same technologies that enable the widespread sharing of information also facilitate the spread of misinformation, posing significant risks to public understanding and discourse. The abundance of information sources can overwhelm individuals, complicating efforts to discern credible information from falsehoods (Sunstein, 2018). Addressing these

challenges need a media literacy, critical thinking, and the development of digital tools that support the verification and validation of information. Moreover, the digital divide remains a barrier to the democratization of information, with disparities in access to digital technologies and the internet still prevalent across different regions and communities. Bridging this divide is essential to make sure that the benefits of information democratization are equal distributed, enabling all individuals to participate fully in the digital age (Norris, 2001). The democratization of information reveals a pivotal development of media and society, offering unprecedented opportunities for engagement, education, and empowerment.

1.5.2. Innovating Storytelling Techniques

Citizen journalists often employ social media and digital tools in creative ways, introducing innovative storytelling formats that can enrich journalistic narratives. From multimedia presentations to interactive content, these novel approaches offer fresh perspectives and engage audiences in immersive experiences. Innovating storytelling techniques in the digital age has transformed the narrative landscape, offering content creators novel ways to engage audiences, convey messages, and evoke emotional responses. The fusion of traditional storytelling with technology has led to the emergence of immersive and interactive narrative experiences, expanding the boundaries of how stories are told and experienced. This evolution is not just a testament to technological advancement but also reflects a better understanding of audience engagement and the power of storytelling in making perceptions and experiences. One of the most significant innovations in storytelling is utilize graphical representation and two-way communication. Interactive documentaries and narrative video games blend visual, auditory, and tactile feedback, allowing audiences to engage with stories in a more active and personalized manner. This way not only enhances the narrative experience as well as empowers the audience to explore multiple perspectives and storylines, fostering a deeper connection with the content (Murray, 2017).

‘Virtual Reality (VR) and Augmented Reality (AR)’ represent another frontier in

storytelling innovation. By creating immersive environments, VR and AR invite audiences to step into the story, experiencing it from within a simulated world. This level of immersion can intensify emotional engagement and empathy, offering profound insights into complex narratives and characters. The application of VR in journalism, for example, has enabled viewers to experience news stories from the front lines, providing a visceral sense of presence and participation (Doyle, Gelman, & Gill, 2016). Transmedia storytelling, which distributes narrative elements across multiple media platforms, is another innovative approach. It leverages the strengths of each platform to build a cohesive and expansive narrative universe, engaging audiences across different media touchpoints. This technique not only enriches the storytelling experience but also encourages audience participation and co-creation, as fans contribute to the narrative through social media, fan fiction (Jenkins, 2006).

The rise of data storytelling is yet another innovation, merging narrative techniques with data visualization to communicate complex information in an accessible and compelling manner. By humanizing data through stories, creators can highlight trends, reveal insights, and foster a more nuanced understanding of data-driven subjects. This approach is particularly relevant in journalism, where data storytelling can illuminate social, economic, and environmental issues, making them more relatable and actionable for the audience (Segel & Heer, 2010).

1.5.3. Navigating Challenges and Ethical Considerations

The incorporation of social media cultivation and citizen journalism into modern journalism practices is not merely beneficial but essential. These elements foster greater audience engagement, enable real-time reporting, expand networking opportunities, enhance personal branding, and democratize the flow of information. However, the embrace of these innovations requires journalists to be vigilant in their verification processes and ethical considerations, ensuring that the quest for immediacy and inclusivity does not compromise the accuracy and integrity of their reporting. Given the profound

effect of social media cultivation and citizen journalism on the media landscape, it is essential to understand how journalists navigate these digital phenomena. By examining their practices, perceptions, and professional norms, we can gain insights into the evolving role of journalists as mediators of information and interpreters of truth in the digital age. Navigating the challenges and ethical considerations inherent in the rapidly evolving digital media landscape demands a nuanced understanding and strategic approach. As content creators, journalists, and media organizations venture into new territories of storytelling, audience engagement, and technological innovation, they encounter a complex web of ethical dilemmas and operational hurdles. Addressing these issues is a important for maintaining credibility, belief, and integrity in the technology era, underscoring the importance of ethical guidelines and responsible practices in media production and dissemination. One of the paramount challenges is the balance between speed and accuracy. In an era where news cycles are compressed into mere moments and the race to break news can overshadow the due diligence of fact-checking, the risk of disseminating misinformation increases. This tension underscores the need for rigorous verification processes and a commitment to accuracy over expediency. Ethical journalism and content creation demand a steadfast adherence to truth, requiring professionals to navigate the pressures of digital immediacy with a commitment to factual integrity (Ward, 2015).

Ethical practices in digital media necessitate a careful evaluation of the public interest against the potential consequences of breaching privacy, ensuring that the pursuit of information does not infringe upon individual rights or dignity (O'Neill, 2012). The digital divide and issues of access and representation also pose challenges. As media platforms and technologies become increasingly central to information dissemination and public discourse, disparities in access can exacerbate social inequalities. Ethical considerations around digital inclusivity and the representation of marginalized voices are crucial for fostering a diverse and equitable media landscape. Content creators and media organizations must strive to bridge the gap in access and ensure a multiplicity of perspectives are included and valued in the digital sphere (Jenkins, 2006). The proliferation of user-generated content and participatory media platforms introduces challenges in

moderating content and combatting misinformation. The democratization of media production empowers individuals but also complicates the landscape with the potential spread of false or harmful content. Navigating this challenge requires innovative approaches to content moderation, community guidelines, and the promotion of media literacy among audiences. Ethical considerations in participatory media also extend to the responsible engagement with and protection of community contributors, ensuring their contributions are valued and their rights respected (Gillespie, 2018).

1.6 Media in Delhi/NCR

The evolution of the television news industry in Delhi/NCR marks a significant development in media connectivity, akin to the advent of the postal system which first enabled global connectivity. Over recent years, television news has become increasingly prominent, with news channels accounting for a substantial portion of all registered channels in India. As of 2020, these channels represented 43% of the total in the country. Furthermore, viewership for the news genre stood at 10.4% in the same year, ranking third behind General Entertainment Channels (GEC) and Movies. This genre also experienced a remarkable 43% increase in viewership during the first 26 weeks of 2020 compared to the corresponding period in 2019. Despite its widespread influence and presence, the internal structure and mechanics of the television news industry in this region remain underexplored. This article explored myriad and dynamic structure of the television news sector in Delhi/NCR, characterized by an intricate intersection of competing and concurring forces. Understanding the television news industry in Delhi/NCR is vital for grasping its organizational structure and operational dynamics. This industry forms a complex web of intersecting forces, characterized by fierce competition among various news channels broadcasting in Hindi, English, and other regional languages. These channels compete intensely to capture greater viewership, which directly influences advertising revenues. In this context, the audience of these channels represents the power of buyers. Additionally, advertisers emerge as a significant force in the industry, affecting both the mechanism of content broadcast and overall industry dynamics. The industry's revenue primarily stems from advertisements, which are contingent upon channel viewership. This creates a

symbiotic relationship between advertisers and viewers, propelling the entire industry forward.

In the Delhi/NCR context, advertising is a crucial element of the television news economy. Although viewers constitute the primary audience base, the real competition among news channels is to attract larger audiences to draw more advertisements and thereby generate greater revenues. According to data from TAM AdEX in 2020, the news genre led with a 31% share of advertising volumes, with Hindi news channels increasing their share of ad volumes to 6%. Achieving high viewership is essential as media agencies and advertisers rely on viewership data and trends to make informed decisions about where to place advertisements. While viewership data is significant, advertisement pricing also depends on factors such as channel brand, quality, distributor demand, and the reputation established over the years. Yet, viewership metrics remain a critical factor in determining advertising strategies.

With the digital transformation sweeping through India, news channels in Delhi/NCR are expanding their reach beyond traditional television sets. These channels are now accessible on mobile phones, tablets, and laptops through digital channels, including popular platforms like YouTube and Facebook. The proliferation of live streaming on OTT platforms and the introduction of exclusive online content cater to a growing digital audience. According to the FICCI-EY media and entertainment report from March 2021, the online news audience in India grew to 450 million in 2020, with India hosting the world's second-largest digital population at 468 million. In 2020, online news reached 454 million users across various devices, surpassing the number of online entertainment users. Additionally, downloads of news and magazine apps increased by 12% that indicate the shifting of audience towards new media.

This shift raises an important question: how does the television news industry in Delhi/NCR keep itself informed about the performance of different enterprises within the sector? Currently, this is managed through a television rating system, which measures performance and viewership of various news channels. However, this system primarily assesses DTH viewership and does not fully account for the viewership across the increasingly popular

digital platforms. This limitation underscores the need for a more comprehensive and unbiased rating system that reflects the changing landscape and nature of the television news industry in Delhi/NCR. It is imperative for news channels in the region to adopt new methods to assess their performance accurately, keeping pace with the rapid expansion of their own industry.

1.6.1 Significance of the Media Landscape

Grasping the intricacies of Delhi/NCR's media landscape is vital for effective communication, reputation management, and strategic crisis response. This knowledge allows individuals and organizations to adeptly navigate the complex media environment, ensuring meaningful connections with target audiences and impactful influence on public perception.

1.6.2 Components of the Media Landscape

- **Traditional Media:** This includes print media such as newspapers like "The Times of India" and "Hindustan Times," and broadcast media including major television news channels like NDTV and Aaj Tak, all of which have substantial influence.
- **Digital Media:** Comprising online platforms like news websites and blogs, alongside social media channels like X (Former Twitter), Facebook, and Instagram which facilitate rapid information sharing and engagement.
- **News Agencies and Industry-Specific Publications:** National agencies like Press Trust of India (PTI) and local industry publications provide focused news distribution and analysis, crucial for informed public discourse.
- **Blogs and Digital Influencers:** Influential bloggers and social media personalities contribute to a vibrant digital narrative, impacting consumer behaviors and opinions significantly.
- **Podcasts and Streaming Services:** Emerging media formats like podcasts have gained popularity for niche audiences, while streaming platforms like Netflix and Amazon Prime

alter traditional TV consumption patterns.

- **Gaming and Advertising:** The gaming sector is becoming an integral part of the media landscape, offering unique advertising opportunities alongside traditional advertising across varied media channels.

1.6.3 Defining the Media Landscape

To effectively define and analyze the media landscape in Delhi/NCR, several steps are necessary:

- I. **Research Scope:** Define the geographical and sectoral scope focusing on Delhi/NCR.
- II. **Audience Demographics:** Study the reach and demographics of each media outlet, understanding local audience behaviors and preferences.
- III. **Media Consumption Habits:** Employ surveys or focus groups to delve into how regional audiences consume media, identifying preferred channels and content types.
- IV. **Media Segments Identification:** Highlight different media segments including print, broadcast, online, and social media specific to Delhi/NCR.
- V. **Use of Media Directories:** Leverage directories to pinpoint relevant media outlets within the region.
- VI. **Ownership and Affiliations:** Research the ownership structures and affiliations of local media to discern potential biases.
- VII. **Content and Focus Analysis:** Monitor the content and editorial focus of Delhi/NCR media outlets, assessing how they cater to local interests.
- VIII. **Credibility Assessment:** Evaluate the credibility and journalistic standards of the regional media, crucial for understanding its influence.
- IX. **Regulatory Environment:** Consider local media regulations and their impact on operations and content.
- X. **Monitoring and Updates:** Keep abreast of new platforms and trends affecting local

mediaconsumption. By understanding these components and continuously adapting to changes within the media landscape, professionals can craft effective communication strategies thatresonate with the diverse audience in Delhi/NCR. This comprehensive approach not only enhances engagement but also prepares organizations to manage their reputation and respond to crises more adeptly, ensuring they maintain a positive public image in a rapidlyevolving media environment.

1.6.4 Relevance of the Study in the New Delhi/NCR Region

This study holds particular relevance within the New Delhi/NCR region. As a hub of political, economic, and cultural activity, this region serves as a microcosm of the broader societal shifts influenced by digital technologies and changing media consumption patterns. Media-based studies in Delhi/NCR are crucial for comprehensively understanding the interplay of socio-political, economic, and technological factors that shape the media landscape. Such research not only enriches academic knowledge but also enhances media practices, influences policy-making, and prepares a skilled workforce capable of navigating the complexities of modern media.

The New Delhi/National Capital Region (NCR) stands as a pivotal center for media activity in India, making media-based studies in this area both relevant and critical. These studies help in understanding the rapid transformations within the media landscape, influenced by cultural diversity, political dynamics, and economic growth in the region. This article examines the importance of focusing academic and professional research on the media sector in Delhi/NCR, outlining how such studies can inform policy, guide media practices, and contribute to academic discourse. Delhi/NCR's media landscape is marked by its rich diversity, with a multitude of languages, cultural influences, and political opinions converging (Kumar & Singh, 2021). Media studies here can provide insightful data on how such diversity affects media production, consumption, and dissemination, offering a microcosm of broader national trends (Sharma, 2021). Given Delhi's role as the political heart of India, media studies in this region can dissect how political developments influence media narratives and operations. Researcher explored the relationship between

Government policies and media freedom, providing a critical evaluation of the press's role in a democratic society (Joshi, 2021). The economic prosperity of the NCR region allows for robust media operations that are pioneering in terms of adopting new technologies and business models. Studies focusing on economic impacts can shed light on how media houses sustain profitability while balancing editorial independence (Agarwal, 2021).

With the rapid digitization of media, studies in Delhi/NCR can track changing consumption patterns and the adoption of new media forms like streaming services, podcasts, and digital news platforms. Such research is crucial for media organizations strategizing digital transitions (Gupta & Jain, 2021). Delhi/NCR is a hub for media education, with numerous institutions offering courses in media and communications. Research can assess the efficacy of media education programs in preparing students for the industry, thereby guiding curriculum developments (Ministry of Education, 2021). The region's media also faces regulatory challenges due to the evolving nature of digital media. Studies could evaluate the effectiveness of existing regulations and the ethical dilemmas media professionals encounter in practice (Ministry of Information and Broadcasting, 2021).

1.6.5 Overview of the Media Industry in the Region

In New Delhi/NCR region, media industry reveals a dynamic landscape characterized by competition, innovation, and convergence. From legacy media organizations to digital startups and independent journalists, a multitude of actors shape out the production, distribution, and consumption of news in this region. The media industry in Delhi/NCR is a vibrant and evolving sector that mirrors the dynamism of India's capital region. Comprising a mix of traditional and new media, this industry has a key role in making public opinion and distributing information. This article provides an overview of the media landscape in Delhi/NCR, detailing its components, influences, and the interplay of various media forms. In Delhi/NCR, traditional media comprising newspapers, radio, and television—continues to hold significant sway. Notable newspapers such as The 'Times of India, Hindustan Times, and The Indian Express' have substantial daily circulations and influence (Press Trust of India, 2021). Television channels based in the region, including

national broadcasters like Doordarshan and private players such as NDTV and Aaj Tak, command large viewerships due to diverse programming that spans news, entertainment, and educational content (Broadcast Audience Research Council, 2021).

The digital transformation has profoundly impacted the media landscape in Delhi/NCR. An increasing number of consumers are turning to online platforms for their news and entertainment needs. According to a report by FICCI-EY (2021), digital media platforms in India, including those in Delhi/NCR, have seen a surge in consumption with the proliferation of smartphones and improved internet access. Social media platforms such as Facebook and Twitter are also extensively used, facilitating the rapid dissemination of information and enabling real-time engagement (Kumar & Singh, 2021). Delhi/NCR is home to several influential news agencies such as the Press Trust of India (PTI) and ANI, which play crucial roles in news distribution both nationally and internationally (Gupta & Jain, 2021). The region also hosts a variety of trade magazines and business journals like Business Today and Outlook India, which cater to specific industry needs and interests (Business Standard, 2021). The consumption patterns in Delhi/NCR indicate a blend of traditional and digital media preferences. While older demographics still show substantial loyalty towards newspapers and television, younger audiences are predominantly digital-first, often influenced by bloggers and digital influencers (Sharma, 2021). Podcasts and streaming services like Spotify and Netflix have also gained popularity, reflecting a shift towards on-demand content (FICCI-EY, 2021).

The media industry in Delhi/NCR operates under the framework set by the Ministry of Information and Broadcasting, adhering to policies that ensure content authenticity and prevent misinformation (Ministry of Information and Broadcasting, 2021). Ethical practices and regulatory adherence are crucial in maintaining credibility and trust in the media sector. The media industry in Delhi/NCR is characterized by its diverse and dynamic nature, where traditional media coexists with rapidly growing digital platforms. As the region continues to evolve, so too will its media landscape, reflecting changes in consumer preferences, technological advancements, and regulatory environments.

1.7 Purpose of the Study

The media industry, a dynamic and ever-evolving field, has undergone significant transformations with the advent of digital technology, especially in urban hubs like New Delhi/NCR. This region, known for its vibrant media scene and as the political heart of India, presents a unique setting to explore these changes. The current situation has notably altered the journalistic landscape, influencing how news is gathered, reported, and consumed. These changes necessitate a thorough investigation into the evolving roles, practices, and norms of journalists. The study examined how media professionals are adapting to these transformative forces, particularly the integration of social media and citizen journalism into their professional routines.

The fast-changing technologies have dramatically made over the media landscape, particularly in dynamic urban centers like New Delhi/NCR. This transformation is notably influenced by the 'Social Media' and the emergence of 'Citizen Journalism.' These developments reshaped traditional journalism, prompting a reevaluation of journalistic roles, practices, and norms. This study focused on the 'cultivation of social media and the impact of citizen journalism' among journalists operating within the New Delhi/NCR region. By examining their practices, perceptions, and professional norms, the researcher aims to illuminate the growing role of journalists in the technology age, its implications for the broader media ecosystem. The study aims to delve deep into these changes, particularly focusing on how journalists in New Delhi/NCR adapt and respond to this integration into their professional lives.

As digital technologies continue to advance, understanding their impact on journalism is imperative. The researcher provides a wide-ranging analysis whether social media and citizen journalism are reshaping the journalistic landscape in New Delhi/NCR. By focusing on the adaptation strategies of journalists, the research seeks to illuminate the path. The

findings will not only enrich scholarly discussions but also guide practitioners navigating these shifts. This deep dive into the media ecosystem of New Delhi/NCR will offer a valuable lessons and strategies applicable both within and beyond the region.

1.8 Scope of the Study

Researcher focuses on journalists which belonged within the New Delhi/NCR region and their engagement with social media cultivation and citizen journalism. It explores the challenges and opportunities posed by these digital phenomena and their implications for journalistic practices, professional norms, and audience relationships. Understanding how journalists cultivate their presence on social media in New Delhi/NCR is crucial for several reasons. It allows media organizations to harness the power of social media more effectively, supports journalist's in enhancing their career development, and contributes to the broader discourse on the impact of technology on contemporary media. This study will provide valuable insights that can be help in reshaping the journalism practices.

- 1. Exploring 'Social Media' Cultivation:** It involves understanding the strategies journalists use to engage with their audiences, manage their digital personas, and maintain professional integrity in a space where personal and professional boundaries are often blurred.
- 2. Assessing the 'Impact of Citizen Journalism':** With the rise of 'Citizen Journalism', traditional journalists face new sources of competition and collaboration. This aspect of the study will assess how this influences professional work, including how CJ affects news gathering, verification processes, and the speed of news dissemination.
- 3. Examining Professional Norms and Perceptions:** As the digital landscape shifts, so too do the professional norms and ethical considerations within journalism. This study will investigate journalists' perceptions of these evolving norms, focusing on their views on impartiality, fact-checking, the pressures of real-time reporting, and their sense of responsibility towards public discourse.

1.9 Problem Statement

Despite the growing influence of ‘Social Media and Citizen Journalism’, a notable gap occurs in the literature regarding their specific implications for journalists operating in the New Delhi/NCR region. This study tried to fulfill the gap by investigating how journalists navigate the complexities of ‘Social Media cultivation and Citizen Journalism in context of unique geographical and cultural. These platforms have not only revolutionized how news is consumed but also how it is sourced and reported. While there is considerable research on the impact of these phenomena globally, there is a discernible lack of specific insights into how they affect journalists in the New Delhi/National Capital Region (NCR) a region marked by its significant political, cultural, and media activity.

1.9.1. The Gap in Literature

Existing literature extensively covers the general impacts of ‘Social Media and Citizen Journalism on the professional journalism, such as changes in news cycle speeds, shifts in gatekeeping roles, and new requirements for digital literacy among journalists. However, these studies often lack a concentrated focus on specific regions or cultural contexts. The New Delhi/NCR region, with its unique blend of political centrality, diverse populace, and a vibrant media scene, presents a

distinctive set of challenges and opportunities for journalists. The specific implications of social media dynamics and citizen journalism in this context are not well-documented, leading to a significant gap in targeted strategies for media practitioners in the region.

1.9.2. Study Justification

This study is necessitated by the critical role that New Delhi/NCR plays in the broader Indian media ecosystem. As the political capital of India, the region is not only the hub for major national media outlets but also a focal point for political reportage, which influences nationwide media narratives. Furthermore, the cultural diversity of NCR, which includes a multitude of languages, religions, and ethnic backgrounds, adds layers of complexity to

how news is reported and consumed. Understanding how journalists in New Delhi/NCR navigate the challenges of social media and citizen journalism is important enhancing the quality of journalism.

Researcher aims to fulfill the identified literature gap with achieving following objectives:

1. **Explore Social Media Strategies:** To investigate the specific strategies employed by journalists in New Delhi/NCR to cultivate a presence on social media, including engagement techniques, personal branding, and interaction with the audience.
2. **Examine the Impact of ‘Citizen Journalism’:** To assess how the rise of ‘Citizen Journalism’ influences professional journalists in their news gathering, verification processes, and competition for audience attention.
3. **Analyze Cultural and Regional Influences:** To analyze how the unique cultural and political context of New Delhi/NCR affects journalists’ use of ‘Social Media’ as well as their approach to ‘Citizen Journalism.’
4. **Develop Contextual Insights:** To provide insights that can help journalists and media organizations in New Delhi/NCR navigate the complexities of modern media landscapes effectively. By addressing this gap, the study seeks to contribute valuable regional-specific knowledge to the global discourse on media evolution, aiding journalists in New Delhi/NCR to better adapt to and thrive in the rapidly changing media environment. This research will not only benefit local media practitioners but also enrich the academic understanding of media dynamics in culturally rich and politically significant regions.

1.10 Theoretical Framework

This theoretical framework provides a comprehensive base for exploring the complex

interactions between journalists, social media, and citizen journalism in New Delhi/NCR. By applying theories, the study tries to uncover nuanced aspects in terms of practices of journalists in a rapidly digitalizing world, offering both academic contributions and practical implications for media professionals. To effectively explore the integration of 'Social Media and Citizen Journalism' inside the professional practices in New Delhi/NCR, it is crucial to establish a robust theoretical framework. This framework will guide the analysis of how technologies are reshaping journalism, influencing the both dissemination of information and the role of journalists as gatekeepers and content creators.

1.10.1 Cultivation Theory

In the context of 'Social Media and Citizen Journalism', cultivation theory gives a lens through which to investigate how journalists' exposure to digital content shapes their professional practices and worldview. Cultivation theory, propounded by George Gerbner in the 1960s, is a seminal concept in communication studies that examines the long-term effects of television viewing on viewers' perceptions of reality. This theory posits that heavy television viewers are more likely to perceive the world in ways that align with the mediated reality presented on television, rather than the actual real-world. Over the years, cultivation theory has expanded its scope to include various forms of media beyond television, examining how media exposure shapes societal attitudes and beliefs. This article explores the foundations, developments, and critical perspectives of cultivation theory, integrating scholarly references to provide a comprehensive analysis.

1.10.1.1. Foundations of Cultivation Theory

Cultivation theory emerged from Gerbner's Cultural Indicators project, which began in the late 1960s. Gerbner and his colleagues were interested in the potential societal effects of television, the predominant medium of the time. According to Gerbner, television is a medium of the socialization of most people into standardized roles and behaviors. His research aimed to understand how television might influence viewers' ideas of what the

average world is like (Gerbner, 1980)

1.10.1.2. Main Assertions and Expansions

Cultivation theory asserts that television is a unique and pervasive component of viewers' lives and that it shapes their perceptions over time through a process called "mainstreaming," which is the alignment of diverse individuals' perceptions into a homogenized, television-shaped view of the world. Another critical concept within cultivation theory is "resonance," where the TV world and everyday life experiences overlap, reinforcing cultivation effects (Gerbner, 1986). Over the years, researchers have expanded the theory to explore the impacts of various genres and new media forms like online streaming, social media, and video games on users' perceptions. For example, studies have explored how prolonged exposure to violent media content can cultivate fear of being victimized, an effect particularly noted in urban populations (Morgan, 2010).

1.10.1.3. Methodological Approaches

Cultivation analysis typically involves survey methodology where researchers measure respondents' television viewing habits alongside their beliefs and values, to assess correlation and potential causation. This approach has been critiqued for its reliance on correlational data, which cannot conclusively establish cause and effect (Potter, 1993).

1.10.1.4. Critical Perspectives and Debates

Cultivation theory has not been without its critics. Some argue that the theory underestimates viewer agency and the role of individual differences in media consumption. Others have pointed out the challenges of applying a theory originally designed for television to the vastly more complex and interactive media environment of today (Perse, 2001). Despite these criticisms, cultivation theory has been influential in media studies. It has encouraged further research into the ways media influences societal perceptions and the cultivation of new social realities. This theory remains relevant as it adapts to the changing

media landscapes and continues to be a crucial part of the discussion on media effects. As media continues to evolve, so too will the theory, adapting and expanding to understand new media formats and their effects on modern audiences. Cultivation theory offers valuable insights into the pervasive and often subtle influence of media on societal perceptions and values. It serves as a foundational theory in media studies, continually adapted and tested against the backdrop of evolving media landscapes.

1.10.2 Agenda Setting Theory

This suggests that the media play a vital role in shaping the public agenda by giving importance to particular issues and neglecting others. In the digital age, social media and citizen journalism have disrupted traditional agenda-setting processes, leading to new dynamics in news production, distribution, and consumption. Agenda-setting theory is a foundational concept in the field of mass communication that explores how media shapes perception of people about the particular of issues. Since its introduction by Maxwell McCombs and Donald Shaw during the 1968 presidential campaign, the theory has evolved to explain the powerful influence media exerts on public opinion by emphasizing certain topics, facts, and themes. This article delves into the core components of agenda-setting theory, its applications, and its relevance in the contemporary media landscape.

1.10.3. Core Principles of Agenda-Setting Theory

The central premise of agenda-setting theory is that while the media may not always tell the audience what to think, they certainly have a significant influence on what audiences think about. McCombs and Shaw (1972) initially demonstrated this during a study which correlated the issues voters identified as important with the content that was most covered in the news during the election. “The theory proposes that there is a transfer of salience from the media’s portrayal of news to the public’s perception of what is important.”

1.10.4. Levels of Agenda-Setting

1. **First-Level:** This refers to the media's role in shaping the public agenda by selecting certain events and topics to focus on, thus influencing the perceptions of public of what are the most important issues. The amount of frequency and prominence with which media outlets cover certain issues dictates the more importance of these issues among the society.
2. **Second-Level** (or Attribute Agenda-Setting): This aspect extends beyond the mere presence of issues in the news to also include the attributes and properties with which media frames these issues. It explores how "media not only tells us what to think about but also how to think about it." Attributes can be positive, negative, or neutral, thus shaping public attitudes and opinions towards a particular subject.

1.10.5. Applications and Implications

This theory has been applied in various contexts, ranging from political communication to public relations and advertising. In politics, media plays a pivotal role in establishing the agenda for campaign discussions, influencing voter perceptions and priorities. In public relations, professionals use principles of agenda-setting to craft messages that align with or shift public focus to favorable topics. Similarly, in advertising, the frequency and nature of ad placements can influence consumer perceptions about the importance or attractiveness of certain products or features.

1.10.6. Challenges and Criticisms

Despite its widespread acceptance and application, agenda-setting is not without criticisms. Some scholars debate, the theory underestimates the role of personal experience and interpersonal communication in shaping public agendas. Furthermore, with the rise of technologies the control over the information is no longer held by a few media outlets. The multiplicity of information sources has introduced a new dynamic where users have significant control over their media consumption, potentially diluting the agenda-setting

power of traditional media.

1.10.7. Relevance in Current Scenario

In digital age, agenda-setting theory is still relevant but requires adaptation to account for new media dynamics. Social media platforms, with their personalized content delivery algorithms, have introduced a new form of agenda-setting where users are fed content based on their previous interactions. This personalized agenda-setting might reinforce existing biases and reduce the exposure to diverse viewpoints, a phenomenon known as the "filter bubble" (Pariser, 2011). Although, the landscape of media may have changed with the advent of digital platforms, but the fundamental concept remains intact. As media continues to evolve, so too will our understanding of the mechanisms through which media influences.

1.10.8. Gatekeeping and Agenda-Setting:

Journalists and editors have traditionally played a gatekeeping role, deciding which news stories are of enough significance to be reported. Through this process, traditional media can set the agenda by highlighting certain issues, thereby influencing what the public discusses, thinks about, and considers important. Gatekeeping and agenda-setting are foundational concepts in journalism and mass communication, playing critical roles in shaping public awareness and discourse. Both processes influence not only what information reaches the public but also how that information is perceived and understood. Gatekeeping refers to the procedure through which information is filtered before its distribution, whether through news, online content, or broadcasting.

Journalists, editors, and media producers act as gatekeepers, making decisions about which news stories are published or broadcast, based on various criteria including newsworthiness, audience interest, and societal relevance. Decisions are influenced by organizational policies, journalistic ethics, available resources, and sometimes, external pressures from advertisers or political groups. The evolution of technology has complicated the gatekeeping process. While traditional gatekeepers still play a significant role, the

democratization of content creation and distribution means that news and information can also be disseminated directly to the public, bypassing traditional media channels.

1.10.9. Public perception and Opinion

In the era of digital media, traditional gatekeepers of information, such as newspapers and broadcast television, share the stage with digital platforms such as social media, blogs, news portals etc. However, the core principle of agenda-setting media's ability to shape the importance of issues remains intact. However, the mechanisms and processes have adapted in several key ways:

- 1. Multiplication of Influencers:** Unlike traditional media, which had clear, centralized sources of news, the digital landscape is populated with an array of influencers, including journalists, bloggers, and ordinary individuals who have significant followings. Each of these can set agendas by the new media.
- 2. Personalization Algorithms:** Digital platforms use sophisticated algorithms to curate content based on user preferences and behavior, leading to personalized news feeds. This form of micro-level agenda-setting means that what is deemed important is increasingly tailored to individual users, potentially reinforcing existing biases—a phenomenon known as the "filter bubble" (Pariser, 2011).
- 3. Speed and Virality:** The rapid pace at which information spreads in the digital age means that agendas can be set and reshaped in real-time. Viral phenomena can elevate issues to national and even global prominence within hours, a process that previously took days or weeks.

1.10.10. Challenges to Agenda-Setting in Digital Media

While the digital age reaffirms some aspects of agenda-setting theory, it also presents challenges that complicate traditional understandings:

- 1. Fragmentation of Audience:** The vast array of content available online leads to a fragmented audience. People now consume media that aligns closely with their pre-

existing views, which dilute the agenda-setting power of any single media source.

2. **Role of User Agency:** The interactive nature of digital media allows users more control over their media consumption than ever before. Users can engage with, modify, or outright ignore the agendas set by traditional and new media entities.

3. **Disinformation and Fake News:** The ease of publishing on digital platforms has led to challenges with disinformation and fake news, which can skew public perception and create competing agendas that confuse rather than clarify public issues.

1.10.11. Theoretical and Practical Implications

Despite these challenges, agenda-setting theory remains a precious framework for understanding the complex dynamics of information flow in the digital age. Theoretically, it prompts scholars to reconsider and expand the theory to include the new actors and tools that shape public discourse. Practically, understanding agenda-setting can help media professionals, marketers, and political campaigners effectively use digital platforms to influence public discussion. Agenda-setting theory continues to be relevant in the digital age, although it requires adaptation to account for the new realities of media consumption. Digital media has transformed the way agendas are set by diversifying the types of influencers, introducing personalization, and accelerating the speed of communication. These changes necessitate an updated approach to studying and applying the principles of agenda-setting, ensuring that as the mediums evolve, our theoretical tools for understanding them do too.

1.10.12. Integration with ‘Social Media and Citizen Journalism’ Theories

The integration of social media into the landscape of citizen journalism has been a transformative development, reshaping how news is generated, disseminated, and consumed. Twitter, Facebook, and Instagram have provided facility to ordinary citizens to report news events in real-time, often reaching audiences before traditional media outlets. This shift has important theoretical and practical implications for the fields of media studies and journalism.

- I. **Democratic Participation:** Social media facilitates a more democratic media environment by lowering the barriers to entry for news reporting. According to Hermida (2012), social media has enabled a "participatory culture" where users not only consume but also produce and share the news, significantly impacting public discourse and opinion (Hermida, A. (2012).
- II. **Gatekeeping and Agenda-Setting:** Gatekeepers who decide what news reaches the public is challenged by social media. Bruns (2005) describes a shift towards "gatewatching," where the focus is not on filtering news but rather on curating and commenting on content produced by others (Bruns, A. (2005).
- III. **Impact on Public Opinion and Mobilization:** Social media emerged as a powerful tool in mobilizing public opinion and even activism. Tufekci (2017) argues that platforms like Twitter have played critical roles in social movements by enabling rapid, coordinated actions across diverse populations (Tufekci, Z. (2017).
- IV. **Ethical Considerations:** The rise of citizen journalism also brings forth ethical challenges, such as the responsibility towards truth, privacy concerns, and the potential for harm. Couldry (2012) discusses the ethical implications of media participation and the need for a framework that ensures responsible reporting by citizens (Couldry, N. (2012). Each reference adds a layer of understanding about the evolving nature of news media and its impact on society.

1.11 Significance of the Study

By investigating the practices and perceptions of journalists in the New Delhi/NCR region, the study offers valuable insights that can inform media professionals, policymakers, and academics alike. The importance of this type of specific research study focusing on the roles and practices of journalists within the New Delhi/NCR region, particularly in the respect of fast changing of media dimension. Here's a breakdown of its significance in various aspects:

- I. **Scholarly Discourse on Media Evolution:** The study contributes to academic

discussions about how media industries are transforming in response to technological advancements and changing consumer behaviors. By focusing on digital journalism and social media, the research helps in understanding how traditional media practices are adapting or being disrupted by digital platforms. This is crucial for media scholars who are studying the dynamics of media change and its implications on content creation and distribution.

- II. **Digital Journalism:** Digital journalism represents a shift from traditional journalism, primarily due to the incorporation of technology in the collection, dissemination, and discussion of news. The study's focus on this area can provide insights into how journalists in the New Delhi/NCR region are incorporating digital tools and platforms into their work, how they are navigating the challenges posed by digital media, and what skills are becoming essential in their profession.
- III. **‘Social Media and Citizen Journalism’:** ‘Social Media’ have emerged as significant venues for news dissemination and public discourse, blurring the lines between professional journalists and the public. ‘Citizen Journalism’, where normal citizens participate in the process of collecting, reporting, and analyzing news content, has gained prominence in the technology driven media. The study’s examination of this intersection can offer valuable insights into how these trends are affecting traditional journalism and news media structures, particularly in a densely populated and diverse region like New Delhi/NCR.
- IV. **Implications for Media Professionals:** The findings of the study can be beneficial for media professionals in understanding the evolving media environment. Knowledge about emerging trends, required skills, and new journalistic practices can help professionals adapt and thrive in a rapidly changing industry.
- V. **Informing Policymakers:** The findings can assist policymakers in crafting regulations and policies that support the growth and ethical functioning of digital journalism and citizen journalism. Understanding the challenges and opportunities faced by journalists can guide policy decisions that ensure a robust, free, and fair media landscape.
- VI. **Academic Contributions:** For academics, the study enriches the educational content and

curriculum development in media studies programs. It provides empirical data that can be used to update teaching materials and research agendas in a digitalized media. In essence, the study not only enhances understanding of current journalistic practices but also aids to various stakeholders to understand the critical changes in media environment, making it a significant contribution to the fields of media studies and journalism.

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Chapter 2:

Literature Review

Review of literature plays a vital role in a research work. It directs the researcher in proper planning and execution of research work. It also broadens the mental horizon and thought process of researcher. It acquaints the researcher with work already done in the area and helps him/her to track down unexplored areas. The review of existing studies throws light on research problems that have not been covered or considered earlier. In order to carry out the present study, an extensive survey of literature relevant to study has been made. This chapter consists of review of literature of the studies related to research work.

2.1. Theories of Media Influence: Cultivation Theory

“Cultivation Theory, initially developed by George Gerbner in the 1960s, offers a pivotal framework for analyzing the enduring effects of media exposure on perceptions and behaviors (Gerbner, Gross, Morgan, & Signorielli, 1980).” The application of Cultivation Theory to social media characterizes a significant shift from traditional media’s unidirectional flow of information. “Social media platforms facilitate interactive and user-generated content, broadening the scope and impact of media exposure (Morgan, Shanahan, & Signorielli, 2015).” For journalists, this continuous engagement with social media can redefine what is considered newsworthy, thereby influencing both the processes of news gathering and reporting. This exposure could also alter journalists' perceptions of public opinion and societal norms, potentially influencing their reporting styles and content priorities (Newman et al., 2020).

The theory’s extension to citizen journalism highlights the participatory nature of social media, empowers citizen to report news, thereby shaping societal views on the relevance and presentation of news stories (Allan & Thorsen, 2009). Nevertheless, this

democratization of newsproduction is accompanied by challenges such as the potential for creating echo chambers and fostering polarization, significantly affecting how citizen journalists perceive and report news. Despite the broad application of Cultivation Theory, critics debate that the theory's deterministic approach and the difficulties associated with measuring long-term effects in a fragmented media landscape diminish its applicability (Potter, 2014). Nonetheless, Cultivation Theory remains a valuable analytical tool for exploring how media consumption, particularly on platforms like Facebook, Twitter, and WhatsApp, influences journalistic practices and perceptions in specific regions such as New Delhi/NCR. This understanding is crucial for comprehending the intricate dynamics between media consumption and journalistic output in the digital era.

The adaptation of Cultivation Theory to new media environments is a significant area of contemporary media studies. Traditional theories of media influence, such as Cultivation Theory, which were initially developed to analyze the impact of television, are increasingly being re-evaluated in the present scenario. This transition is crucial as the nature of media consumption has dramatically changed with the advent of technology. In the chapter "Yesterday's New Cultivation, Tomorrow" by Morgan, Shanahan, and Signorielli (2015) found in 'The Routledge Handbook of Critical Media Studies', the authors explore how the foundational concepts of Cultivation Theory can be applied to the digital media landscape. This source is invaluable as it provides insights into how the repetitive and pervasive nature of media messages continues to shape perceptions and societal norms, even in a fragmented media environment where users have greater control over their media consumption.

The chapter discusses how the basic premises of Cultivation Theory that reflect the most recurrent and dominant messages of the media world—remain relevant. However, the theory's application to digital media also requires considering the interactive aspects of these new technologies. Unlike traditional television viewing, which is primarily passive, digital media often involves active engagement that can either reinforce or counteract traditional cultivation effects. Furthermore, the authors argue that new forms of media provide opportunities for more personalized media experiences, which can lead to different

cultivation outcomes for different individuals. This complexity adds layers to the theory's application, making it necessary to consider not just the content being consumed but also the ways in which it is engaged with and the social contexts surrounding that engagement. Morgan, Shanahan, and Signorielli's discussion helps to bridge traditional media theories with contemporary media practices, illustrating the ongoing relevance of Cultivation Theory in a time marked by rapid technological changes and increasingly diverse media usage patterns.

2.2. Theories of Media Influence: Agenda-Setting Theory

'McCombs and Shaw' (1972), examines the media's role as powerful medium that influencing public priorities by highlighting certain topics over others. The core premise of the theory posits that while the media may not necessarily tell people what to think, but they influence perception of peoples about the topic. This theory initially emerged from the analysis of the 1968 U.S. Presidential Election and has since been foundational in understanding the impact of media coverage. As the media landscape evolves, the application of theory expands beyond traditional media to include digital platforms, where the dynamics of media influence are increasingly complex. Social media platforms, with their interactive and participatory nature, have redefined the flow of information, allowing not only established news outlets but also individual users and influencers to partake in the agenda-setting process (Feezell, 2018). This shift has broadened the scope of agenda-setting to include the interactive discussions and user-generated content that characterize these platforms. In journalism, the influence of agenda-setting is profound. Media coverage shapes the community agenda by focus focusing attention on particular issues, thus influencing not only public awareness and perception but also potentially guiding policy-making and public discourse (McCombs & Reynolds, 2002). Media outlets play a critical role in making the agenda by selecting which stories to highlight, thereby setting the thematic and cognitive priorities for their audiences. The personalized nature of content feeds on social media platforms allow individuals to curate their news consumption, potentially diluting the unified impact of traditional media agenda-setting (Weaver,

McCombs, & Shaw, 2004).

Agenda-Setting Theory established as a vital tool in decoding the mechanisms through which news content influences societal priorities and public discourse, especially in the context of rapidly changing media consumption patterns. Agenda-Setting Theory continues to be relevant in the analysis of media effects, emphasizing the importance of media in making public perception and the salient issues. Its application is crucial for understanding how media consumption, particularly on digital platforms like Facebook, Twitter, and WhatsApp, influences journalistic practices and public perceptions, including in regions like New Delhi/NCR.

2.3. Theories of Media Influence: Uses and Gratifications Theory

For journalists, understanding the uses and gratifications of their audience can inform how they produce content that aligns with the desires and needs of their viewers or readers. This knowledge is crucial in the digital age where media is not only consumed but interacted with, and the audience's feedback can immediately influence media production and presentation (Sundar & Limperos, 2013). Although Uses and Gratifications Theory has been critiqued for its broad categorizations of user motivations and its focus on individual psychology at the expense of examining media content, it remains a useful framework to analyze audience behavior in respect of interactive media.

The impact of social media on journalism has been profound and multifaceted, reshaping how news is gathered, reported, and disseminated. The "Reuters Institute Digital News Report 2020" by Newman, Fletcher, Schulz, Andl, and Nielsen offers a comprehensive overview of these changes by providing extensive data and analysis on journalists' use of social media across the globe. This annual report highlights several key trends in the intersection of social media and journalism: Twitter and Facebook have become crucial tools for journalists, not only for discovering breaking news but also for sourcing content and gauging public opinion. The immediacy and accessibility of these platforms allow journalists to track developments in real-time, a significant shift from

traditional methods of news gathering. Journalists and media organizations now interact directly with their viewers and readers, receiving immediate feedback on their reporting. This interaction can influence editorial decisions, story selection, and even the framing of issues. The report also explores how social media has expanded the reach of news stories, allowing for a broader distribution beyond geographical and traditional boundaries. This has democratized information but also introduced challenges like the rapid spread of misinformation. The pace of social media has contributed to shorter news cycles, with journalists under constant pressure to update and publish quickly. This has implications for the accuracy and depth of reporting, prompting ongoing discussions about the balance between speed and reliability. The "Reuters Institute Digital News Report 2020" serves as a vital resource for understanding these dynamics, offering both quantitative and qualitative data that light up into the evolving role of social media in journalism. It underscores the dual-edged nature of social media's influence, providing opportunities for greater engagement and reach while also presenting new challenges for journalistic standards and practices.

"Citizen Journalism: Global Perspectives," edited by Stuart Allan and Einar Thorsen (2009), is a critical anthology that delves into the global rise of citizen journalism and its profound impact on traditional journalistic practices. This comprehensive collection offers diverse perspectives from various regions around the world, making it an essential resource for understanding how citizen journalism has evolved and integrated into the broader media landscape.

The book begins by defining what constitutes citizen journalism, differentiating it from professional journalism. It addresses the broad spectrum of citizen journalism, from individuals who sporadically contribute news stories to organized groups that systematically engage in news reporting. A significant portion of the discussion focuses on how advances in technology have facilitated the rise of citizen journalism. Allan and Thorsen explore how citizen journalism has changed news production dynamics.

The book includes several case studies that illustrate the impact of citizen journalism in different geopolitical contexts, including significant events where citizen reporters played crucial roles in disseminating news that might not have been covered by mainstream medium. Importantly, Allan and Thorsen compile contributions that provide a global view of citizen journalism, offering insights into how different cultural, political, and social contexts shape the practice and impact of citizen journalism around the world. "Citizen Journalism: Global Perspectives" is invaluable for anyone studying journalism, media studies, or communication. It offers a nuanced exploration of how citizen journalism continues to reshape the boundaries and practices of traditional journalism, prompting ongoing debates about the future of the media industry.

William J. Potter's article, "A Critical Analysis of Cultivation Theory," published in the *Journal of Communication* in 2014, provides a comprehensive critique of Cultivation Theory, challenging its applicability and relevance in the context of contemporary media studies. Potter's work is pivotal for those looking to understand both the strengths and limitations of Cultivation Theory as it has evolved since its inception in the 1960s by George Gerbner. Potter highlights several methodological issues that have plagued studies employing Cultivation Theory, including problems with operational definitions and measurement of key constructs such as television exposure, the cultivation differential, and the conflation of correlation with causation. The critique questions the deterministic assumptions of Cultivation Theory, particularly its suggestion that television is a homogeneous medium with uniformly distributed messages. Potter argues that this assumption fails to account for the diversity of content and the varying interpretations by different audiences.

Potter emphasizes the need to consider viewer agency more robustly within the framework of Cultivation Theory. He suggests that viewers are not passive recipients of media messages but actively interpret and seek out media based on individual preferences and socio-cultural contexts.

The critique also points to inconsistent empirical support for the theory, noting that

findings often vary significantly depending on the methodological approaches and variables considered. This inconsistency raises questions about the overall robustness and predictability of cultivation effects. Potter's critical analysis serves as a call to refine and possibly reformulate aspects of Cultivation Theory to better align with the realities of modern media consumption. His suggestions for incorporating viewer agency and recognizing the heterogeneous nature of media content are particularly relevant for updating the theory. This critical perspective is essential for media scholars and researchers who seek to employ Cultivation Theory in their work, urging them to consider these limitations and adapt their approaches accordingly. It also opens up dialogue for further empirical and theoretical exploration to address the gaps and shortcomings identified in traditional cultivation research.

2.4. Citizen Journalism:

Include literature that defines and discusses citizen journalism. Focus on studies that examine its rise due to social media, its impact on traditional journalism, and specific cases from India or similar regions to provide contextual relevance. For a comprehensive literature review on citizen journalism, especially focusing on its definition, rise through social media, impact on traditional journalism, and specific case studies from India or similar regions, you would want to include a range of sources that cover theoretical foundations, empirical research, and real-world applications.

The book "Citizen Journalism: Global Perspectives" edited by Stuart Allan and Einar Thorsen offers a comprehensive overview of citizen journalism, highlighting its varied manifestations around the world. The editors compile insights from various contributors to explore how ordinary individuals engage in reporting news and disseminating information, particularly in different cultural and political contexts. This volume underscores the impact of citizen journalism in reshaping the media landscape, emphasizing its role in democratizing information and empowering individuals to contribute to public discourse. Allan and Thorsen's seminal work, "Citizen Journalism: Global Perspectives," provides a thorough exploration of this phenomenon, offering a deep

dive into its diverse forms across various cultural and political settings. This essay seeks to elucidate the key points from Allan and Thorsen's book, supported by additional scholarly references, to present a comprehensive understanding of citizen journalism.

Citizen journalism isn't a recent trend; it has historical roots that can be traced back to instances where the general public took it upon themselves to disseminate news during times when traditional media were censored or biased (Allan & Thorsen, 2009). Tools such as blogs, social media, and smartphones have democratized the media environment, enabling real-time dissemination of news and information by virtually anyone (Goode, 2009). Allan and Thorsen discuss how these technologies have empowered citizens to create a more participatory form of journalism that challenges traditional gatekeepers. Citizen journalism is underpinned by theories of participatory democracy and public sphere. Allan and Thorsen argue that citizen journalism expands the public sphere by including a broader range of voices and perspectives that are often marginalized in mainstream media (Allan & Thorsen, 2009). This inclusion enhances democratic participation by allowing more informed debates and discussions.

One of the strengths of Allan and Thorsen's book is its examination of citizen journalism from a global perspective. The editors have compiled essays that analyze how citizen journalism manifests differently across various countries and cultures. For instance, in authoritarian regimes where media are heavily censored, citizen journalism often emerges like a crucial way for the distribution of uncensored information and for mobilizing opposition (Atton, 2002). Conversely, in more democratic societies, it tends to spot more on surround issues and community engagement, complementing traditional news sources rather than acting as a counterforce (Rodríguez, 2001). Citizen journalists, often lacking formal training, may not always adhere to these standards, which can lead to issues regarding the reliability and credibility of their reports (Lasorsa, Lewis, & Holton, 2012). Allan and Thorsen address these concerns, suggesting that the journalistic community could help improve ethical standards among citizen journalists through education and by setting up collaborative platforms that provide guidance and feedback (Thorsen & Allan, 2009). Despite its benefits, citizen journalism faces several challenges. Issues such as

digital divide, misinformation, and the lack of professional training can impede the effectiveness and reliability of citizen journalism. Allan and Thorsen discuss potential solutions, such as more inclusive digital literacy programs and collaborative models between professional journalists and citizen reporters, which could help mitigate some of these challenges (Allan & Thorsen, 2009).

As artificial intelligence and machine learning technologies become more sophisticated, they could offer new tools for citizen journalists to analyze data, verify facts, and tailor content to specific audiences, potentially increasing the impact and precision of citizen reporting (Lewis, 2012). Allan and Thorsen's "Citizen Journalism: Global Perspectives" provides foundational insights into the complex and dynamic field of citizen journalism. By examining its historical roots, theoretical frameworks, ethical considerations, and varied forms across different geopolitical landscapes, the book offers a detailed analysis of how citizen journalism is reshaping the global media ecosystem.

The paper by Luke Goode titled "Social news, citizen journalism, and democracy" in the 'New Media & Society' journal is a significant exploration of how citizen journalism is intertwined with democratic practices. This discussion lit up into several key aspects and theories related to citizen journalism and its democratic implications. Goode's work is anchored in the theoretical frameworks that see media as a vital component of a functioning democracy. He discusses concepts like the public sphere, originally theorized by Habermas, which envisions a space where individuals can freely discuss and identify societal problems, and which is critical for democratic decision-making. Citizen journalism expands this sphere by enabling more voices to participate in the discourse, potentially leading to a more inclusive and representative debate.

One of the central themes of Goode's paper is the function of new media in facilitating citizen journalism. They break down the barriers that typically surround news production and distribution. By leveraging networks like Facebook, Twitter, and YouTube, ordinary individuals can share news and information, reaching a universal audience without the need for traditional media infrastructure. This democratization of media

production allows for a more diversified newslandscape and can help counterbalance the often-concentrated ownership of traditional media. Goode emphasizes that the impact of citizen journalism on democratic practices is profound. This inclusive approach can enhance democratic engagement by fostering a more informed citizenry, encouraging active discussion and participation in public life. Moreover, citizen journalism can play a crucial role in situations where mainstream media are restricted or fail to cover important stories, thus acting as a watchdog and holding power to account.

Citizen journalism is not without its challenges. Goode discusses issues such as the potential for misinformation, biases, and the lack of journalistic standards that are sometimes evident in citizen-generated content. There is also the problem of digital divides, where unequal access to digital technologies can limit the ability of some groups to participate in citizen

journalism, thus potentially reinforcing existing inequalities rather than alleviating them. Goode suggests that for citizen journalism to fully contribute to democracy, these challenges need to be addressed through education, technological advancements, and perhaps regulatory frameworks that can help maintain the integrity of the news. He points to need for further research into how these practices are evolving with the advent of new technologies and changing political and social contexts. Luke Goode's exploration of social news, citizen journalism, and democracy provides an insightful look into the dynamic relationship between media practices and democratic participation. Technologies are empowering citizens and reshaping public discourse but also cautions about the challenges that need careful management to ensure the healthy development of democratic societies.

The study by Paulussen and Harder titled "Social media references in newspapers: Facebook, Twitter, and YouTube as sources in newspaper journalism," published in 'Journalism Practice', examines the integration of social media content into traditional newspaper reporting. This research highlights the growing trend among newspapers to utilize content from platforms like Facebook, Twitter, and YouTube, which often includes material produced by citizen journalists. Paulussen and Harder's work provides a thorough

analysis of how traditional newspapers have adapted to the rise of social media by incorporating these new sources into their reporting structures. Newspapers, facing declining readership and the rapid dissemination of information via digital platforms, have increasingly turned to social media to source timely and diverse content. This includes direct quotes, eyewitness accounts, and user-generated content that can provide immediate insights into unfolding events.

Traditionally, journalism has relied on a relatively controlled process of news gathering, where sources are vetted, and information is carefully curated. The immediacy and ubiquity of social media challenge these norms, introducing both opportunities and risks. On the one hand, social media can enhance reporting by providing access to a plethora of voices and real-time information. On the other hand, the vetting processes for social media content are often less rigorous than for traditional sources. Paulussen and Harder discuss the ethical implications of using social media as journalistic sources. They note that while social media can democratize information by bypassing traditional gatekeepers, it also complicates matters of privacy, consent, and verification. Journalists must navigate these challenges while maintaining professional ethics, such as ensuring accuracy, respecting privacy, and avoiding misinformation.

The study underscores the role of citizen journalists in contemporary media landscapes. As newspapers increasingly cite social media content, they indirectly acknowledge the contributions of citizen journalists. This shift influences the public discourse, yet it also requires traditional media to adapt their roles from being sole news providers to curators and verifiers of a wide range of information sources. Looking forward, 'Paulussen and Harder' suggest, trend of integrating media into newspaper journalism will likely continue and evolve. They predict that the boundaries between traditional journalism and new media will increasingly blur, requiring ongoing adaptations in journalistic training and practices. Additionally, they call for more research into how these practices affect the quality of news and public trust in media institutions. By incorporating content from Facebook, Twitter, and YouTube, newspapers are not only adapting to a changing media

environment but are also changing the dimensions of news making and distribution. This blending of sources reflects broader shifts in media and communication, highlighting the need for continued vigilance and adaptation in journalistic practices to maintain the integrity and trustworthiness of the news.

Hermida's 2012 article "Tweets and truth: Journalism as a discipline of collaborative verification" in 'Journalism Practice' offers a nuanced examination about the collaboration of citizen journalism and social media. For example, Twitter, has impacted traditional journalistic practices, particularly the process of verification. Hermida (2012) articulates that journalist contribute as the primary gatekeepers of truth is being challenged by the advent of new technologies that enable citizens to report news in real-time. The immediacy and ubiquity of platforms like Twitter have necessitated a shift from a model where individual journalists or organizations verify facts to one where verification is a collaborative, ongoing process involving both professionals and the public. This shift is significant because it democratizes the process of truth-seeking but also introduces complexities about the faith.

The core of Hermida's argument is that the discipline of journalism is moving towards a model of collaborative verification, where journalists work alongside the public, leveraging collective intelligence to assess and confirm facts before they are widely reported. This model relies on the convergence of multiple sources and inputs, often initiated by citizen journalists who tweet real-time updates about events as they unfold. Professional journalists then engage with these inputs, using their skills and resources to verify information, which may involve cross-referencing user-generated content with official accounts or through on-the-ground reporting. This transformation has profound implications for journalistic standards and ethics. Hermida discusses the challenges that arise from this collaborative approach, such as the potential for spreading misinformation and the difficulty in maintaining journalistic integrity when the boundaries between reporting and rumor can be indistinct. The collaborative nature of verification necessitates a new set of ethical guidelines that accounts for the participatory involvement of non-

journalists in the news dissemination process. Hermida (2012) illustrates the potential and the pitfalls of collaborative verification. For instance, during natural disasters or terrorist attacks, citizen reportson Twitter often provide the first news alerts. Journalists then follow up on these leads, collaborating with the online community to verify details and provide accurate, comprehensive coverage.

The future of journalism will likely see an even greater integration of collaborative practices in news verification. Hermida's exploration of tweets and truth in journalism underscoresa pivotal shift in media practices. By highlighting the transition to collaborative verification, the article not only provides insight into the changing dynamics of news production but also promptsa revaluation. The ongoing dialogue between journalists and the public, facilitated by platforms like Twitter, represents a significant evolution in the discipline of journalism, with broad implications for how news is gathered, verified, and shared.

Udupa and McDowell's 2017 article "Media assemblages and the changing landscape of political communication in India" published in 'Television & New Media', along with insights from Thorsen and Allan's edited volume 'Citizen Journalism: Global Voices', provide a political communication in India and similar regions in the Global South. These works collectivelyhighlight how digital platforms and citizen journalism are changing the way of information dissemination and public engagement in political processes. Udupa and McDowell (2017) explorethe concept of "media assemblages," which they use to describe the complex and layered ways that digital media intersect with traditional media forms to create new modes of political communication in India. They argue that these assemblages, which include social media platforms,mobile messaging apps, and traditional media outlets, are not only changing how political content is disseminated but also the production of that. This shift significantly impacts political engagement, particularly in how citizens interact with political narratives and participate in political processes.

Thorsen and Allan's 'Citizen Journalism: Global Voices' expands on these themes

by offering a broader perspective on how digital media and citizen journalism are influencing public discourse in the Global South, with specific reference to India. The book includes various case studies that demonstrate the role of citizen journalists in challenging state narratives, exposing corruption, and mobilizing community action. These chapters illustrate the power of grassroots media initiatives to enhance democratic participation and hold authorities accountable. Udupa and McDowell note that the rise of technology challenges the hegemony of established media houses and prompts a reevaluation of journalistic practices, particularly in terms of accuracy, ethics, and responsiveness to public concerns. Similarly, Thorsen and Allan highlight that the proliferation of citizen journalism prompts a more participatory form of media production, which can democratize information but also raises questions about journalistic integrity and the verification of information.

Specific case studies from India, as discussed in these works, include the use of WhatsApp and Facebook in political campaigning and citizen-led reporting during crises such as floods or political protests. For instance, citizen journalists have used mobile technologies to document electoral fraud or police brutality, often prompting national and international attention that traditional media might not have elicited. Theoretically, these studies enrich our understanding of the media ecosystem in rapidly digitalizing societies. They contribute to theories of media pluralism and hybrid media systems. The articles by Udupa and McDowell, along with the contributions in Thorsen and Allan's volume, underscore a significant transformation in the media landscape of India and similar regions. This transformation, driven by digital technologies and citizen journalism, is reshaping not just political communication but also the broader dynamics of democracy and governance. These changes highlight the critical role of digital literacy, media education, and regulatory frameworks.

Stephen J. A. Ward's book 'Radical Media Ethics: A Global Approach', published by Wiley-Blackwell in 2015, is a pivotal resource for understanding the ethical dimensions of citizen journalism. Ward's work advocates for a comprehensive rethinking of media ethics to better encompass the realities of a globalized, digital media landscape, where

non-professional journalists increasingly play a central role in news dissemination. Ward argues that traditional media ethics, often centered on professional journalism standards, are insufficient in today's media environment. Instead, he proposes a "radical" approach to ethics that is global in scope and inclusive of diverse forms of media production, including citizen journalism. This approach recognizes the transformative impact of technology and globalization on the media and seeks to address the ethical challenges posed by these changes.

A key aspect of Ward's ethical framework is its inclusivity. He contends that ethical considerations must extend beyond professional journalists to include citizen journalists and other non-traditional media actors. This is crucial because these individuals often do not have formal training in journalism ethics but are nonetheless engaged in activities that have significant public impact. Ward's approach emphasizes the need for ethical guidelines that are accessible and applicable to anyone involved in the making and distribution of media content, regardless of their professional status. Ward outlines several principles that should underpin this global media ethic. These include truthfulness, fairness, independence, and responsibility. However, he expands on these traditional journalistic values to include principles like intercultural dialogue and understanding, which recognize the diverse contexts. This global perspective is essential for addressing the ethical dilemmas that are facing citizen journalists, who may operate in very different social, political, and cultural environments.

The book discusses various ethical challenges that arise in citizen journalism, such as issues of accuracy, bias, and the potential for harm. Ward suggests solutions such as the development of global networks of citizen journalists who can support each other in ethical decision-making, as well as the creation of more robust ethical training and resources. Implementing this radical approach to media ethics requires both educational initiatives and institutional changes. A Global Approach' by Stephen J. A. Ward significantly contributed media ethics, offering a framework that is both forward-thinking and practical. It acknowledges the complexity and diversity to current media environment and provides a roadmap for ethical practice that is inclusive of all who participate in the media landscape,

especially citizen journalists.

The anthology 'Citizen Journalism: Global Perspectives', edited by Stuart Allan and Einar Thorsen and published by Peter Lang in 2009, is a foundational text in the study of citizen journalism. It offers a comprehensive look at how citizen journalism has developed across different cultural and political contexts, emphasizing its transformative impact on the media landscape. Through various case studies and theoretical discussions, the book examines the roles, ethics, and potential of citizen journalism worldwide. Allan and Thorsen's anthology established a discussion on the definition and scope of citizen journalism. It explores how ordinary citizens, equipped with digital technologies, have started to engage in gathering, reporting, and dissemination of news. This shift is positioned as a democratic response to the perceived shortcomings of mainstream media, including issues related to transparency, representativeness, and accountability.

A significant strength of this anthology is its broad range of case studies from various countries and political regimes. Each chapter provides insights into how citizen journalism has evolved in specific national contexts, reflecting unique challenges and opportunities. For example, citizen journalism in countries with restrictive media environments is often marked by its potential to circumvent censorship and state control, providing a platform for alternative and oppositional voices. Allan and Thorsen and the contributing authors debate whether citizen journalism represent a progressive democratization of media production or if it undermines journalistic quality and reliability.

Ethics is another crucial theme addressed throughout the anthology. The editors compile discussions on the ethical dilemmas faced by citizen journalists, who may not have formal training in journalistic ethics or may operate without the oversight typically found in professional environments. Issues such as bias, accountability, and the handling of sensitive information are explored, with suggestions for how citizen journalists can uphold ethical standards. The text explores how mainstream media outlets are increasingly incorporating user-generated content and how they collaborate with citizen journalists to expand their coverage. Moreover, the anthology considers the long-term implications of a more participatory media environment on public discourse and democracy.

Clemencia Rodriguez's book, 'Fissures in the Mediascape: An International Study of Citizens' Media', published by Hampton Press in 2001, provides a groundbreaking examination of citizens' media, offering theoretical insights into how grassroots communication practices can reshape the media landscape. Rodriguez made the concept of citizens' media as a structure of mediaproduction that is controlled and created by ordinary citizens rather than by professional journalists or media corporations. This form of media is often driven by the needs and interests of local communities and operates as a platform for marginalized voices. Rodriguez's work expands the understanding of media power, illustrating resistance against dominant media narratives. The book is grounded in several theoretical frameworks that explore the relationship between mediaproduction and societal change. Rodriguez employs concepts from grassroots movements and public sphere theory to argue that citizens' media acts as an agent of transformation in the mediascape. She suggests that when individuals and communities produce their own media, they not only disseminate information but also reinterpret and challenge the established media structures and contents.

Rodriguez supports her arguments with diverse case studies from around the world, detailing instances where citizens' media has effectively influenced public opinion, mobilized communities, and even impacted policy decisions. These examples provide empirical evidence of the ways in which grassroots media initiatives can alter the flow of information and create "fissures" in the established media. Rodriguez's study is the impact of citizens' media on public discourse. By providing alternative narratives and perspectives, citizens' media enriches public discourse, offering a broader range of viewpoints and fostering a more inclusive debate. This is particularly significant in contexts where mainstream media may be restrictive or biased, as citizens' media can contribute to a more democratic mediascape. The book also addresses the ethical and practical challenges faced by citizens' media. Rodriguez discusses issues such as sustainability, credibility, and the ethical responsibilities of citizen media producers. 'Fissures in the Mediascape: An International Study of Citizens' Media' by Clemencia Rodriguez is a seminal work that deeply analyzes the whole media environment against the 'Citizen Journalism' in terms of

impact and reshaping.

Luke Goode's article "Social news, citizen journalism, and democracy," published in 'NewMedia & Society' in 2009, offers a critical analysis of the intersection between social media, citizen journalism, and democratic processes. Goode explores the potential of citizen journalism to enhance public discourse and democratize information dissemination, arguing. Goode begins by addressing how social media have lowered barriers to access for news dissemination, allowing individuals to share news and opinions without the need for traditional media infrastructure. This democratization of information is central to the article's thesis, positing that social media has transformed users as maker and distributor. The core of Goode's argument is that citizen journalism has the potential to enhance public discourse by diversifying the sources and types of information available to the public.

Goode also examined the challenges and limitations in collaboration of citizen journalism. One significant concern is the issue of quality and reliability. Without the editorial oversight typical of traditional media, citizen journalism can sometimes propagate misinformation or fail to provide balanced perspectives. Additionally, Goode's analysis includes empirical examples that illustrate both the positive and negative impacts of citizen journalism on democracy. These examples provide a nuanced view of how social media-driven citizen journalism operates in different contexts and political environments, highlighting its complexity. Goode integrates theories from media studies and political science to argue that social media and citizen journalism represent a shift towards a more participatory model of democracy, where media production is more collaborative and inclusive.

Recent research highlights citizen journalism plays a significant role in democratizing news distribution. Although, concerns over misinformation, polarization, and ethical journalism also, are the major challenges to be addressed. These issues require the implementation of digital literacy programs, fact-checking initiatives, and ethical content regulation strategies.

Chioma in 2024 examines the impact of social media on citizen journalism and the credibility of mainstream news outlets in Nigeria. It explores how social media affects the news consumption habits of Nigerian youth, the influence of citizen journalism on news credibility, and the relationship between social media engagement and perceived credibility. The study also identifies the most trusted and distrusted social media platforms for news. Data was collected through an online survey of 340 Nigerian social media users, focusing on social media use for news, trust in citizen journalism versus traditional media, and news source credibility. The findings reveal a significant shift toward social media in shaping youth news preferences, with citizen journalism seen as more reliable, affecting the credibility of mainstream media.

Peña-Fernández in 2024 explored the second generation of web tools shook the journalist profession approximately two decades ago with the proactive incorporation of audiences into the media. Citizen journalism and user-generated content arose as an object of interest due to the democratizing value of participation attributed to them, with empowered citizens who could emulate the professional and institutional practices of journalists. However, difficulties soon came to the surface, and audience participation in news media began to be limited. Within this context, this article conducts a critical review of studies on audience participation in news media based on a systematic literature review. The results indicate that, in general, audiences showed low interest in the creation of informative content and that their participation has grown increasingly problematic. In addition, journalists are reticent as they defend their professional role above all else, while company strategies have prioritised making participation profitable. For this reason, the idea of citizen journalism that offers user-created content through the media appears to be a thing of the past, with many characteristics that could define it as a failed innovation. Therefore, the text concludes that audience participation in the media could be defined as mediatised participation.

The paper by Pathak, K. (2025) aims to provide a comprehensive overview of the current status and future research agenda of citizen journalism through a computational analysis

lens. It explores how technological advancements and evolving media consumption patterns have shaped the rise of citizen journalism, democratizing news production via social media and digital technologies and impacting traditional journalism and societal discourse.

In today's digital age, mobile technologies are constantly reshaping the ways in which information is disseminated and consumed. Citizen journalism has become ubiquitous thanks to social networks, blogs, and content-sharing platforms. This opens up the opportunity for anyone to become a journalist, regardless of professional experience or education. While professional journalists often undergo processes of editing and information filtering, citizen journalists can share their opinions and experiences directly in real time. This can lead to faster news dissemination and quicker responses to current events. However, it is important to be aware of the challenges that come with citizen journalism. Since anyone can become a source of information, there is a risk of spreading unverified information. Therefore, it is crucial for citizen journalists to be responsible and strive to verify the accuracy of their reports before sharing them with others. By sharing their experiences and perspectives, citizen journalists can inspire others to engage within their communities and advocate for the changes they wish to see. This fosters democratic dialogue and creates a space for diverse ideas and solutions. Popović, D. (2024)

Midberry, J. (2024) explores an avenue for fostering a model of citizen journalism that is empowered by community dialogue about 'making the news,' interactive engagement with local news actors, and advocacy for journalism. The research effort features two key focal points. First—from a normative standpoint—it emphasizes a broader conceptualization of citizen journalism that includes citizen contributions to discussions about, and advocacy for, quality journalism in one's community. Understanding that such empowerment necessitates (a) a basic belief that journalism has a degree of value/relevance to oneself *and* (b) a sense of agency in helping to improve the health of the local news media environment, this study draws on the concepts of citizen academies, Perceived News Media Importance, and self-efficacy. Second—representing an empirical focal point—this study initiates

exploration of the utility of a journalism-themed citizen forum initiative (in the model of citizen academies) for fostering the community interactive dimension of “citizen journalism” outlined herein. Building on existing research of citizen forums, initial findings support the assertion that such initiatives have the capacity to reinforce the importance of news work (especially related to investigative journalism) while mitigating citizens’ self-perception of inefficacy in helping to support the local news media environment.

2.5. Social Media as a Journalistic Tool:

Alfred Hermida’s 2012 article, “Tweets and truth: Journalism as a discipline of collaborative verification,” published in ‘Journalism Practice’. This piece highlights how these platforms have become essential tools for news gathering and verification, fundamentally altering journalistic practices. These platforms enable journalists to monitor real-time events and public sentiment, providing a vast pool of data that can be tapped into for news stories. Twitter, with its immediate flow of information, allows journalists to track breaking news faster than traditional media channels. Journalists can use tweets to source firsthand accounts and eyewitness reports, which are particularly valuable during unfolding crises or events that are not accessible to mainstream media.

One of the core themes of Hermida’s work is the shift towards collaborative verification, which he identifies as a critical new discipline within journalism. In traditional journalism, verification was often conducted within the confines of a newsroom or through a network of trusted sources. Journalists now often work alongside the public, other journalists, and experts to verify information sourced from social media. This collaborative approach utilizes the combined intelligence of a diverse community, each bringing different pieces of information and perspectives that can help in verifying a news story. Hermida emphasizes that this method is not without challenges it requires sifting through a large volume of potentially false or misleading information and necessitates robust cross-checking mechanisms.

The combination of social media into journalism has also prompted shifts in journalistic processes, norms, and ethics. Hermida points out that social media can enhance the speed and reach of news dissemination, it also requires journalists to develop new skills in digital literacy, such as the ability to quickly assess. Additionally, the use of it necessitates updated ethical guidelines to address new challenges, such as privacy concerns. While discussing the benefits of social media in journalism, Hermida does not shy away from addressing the significant challenges it presents. The ease of entrance also brings the risk of misinformation and "fake news." The speed at which information spreads can outpace the verification process, the reliance on social media can sometimes lead to biased reporting.

The study by Paulussen and Harder titled "Social media references in newspapers: Facebook, Twitter, and YouTube as sources in newspaper journalism," published in 'Journalism Practice', sheds light about the significant role that social media play in the sourcing and dissemination of news within the traditional newspaper industry. This research provides an insightful look into how the lines between social media and traditional media are increasingly blurring, impacting journalistic practices and the landscape of news consumption. Paulussen and Harder's study investigates how newspapers incorporate social media content as sources in their reporting. The researchers highlight that platform like Facebook, Twitter, and YouTube are not just supplementary channels but have become integral to the journalistic process. Newspapers use content from these platforms to provide immediate updates, eyewitness accounts, and community reactions, enriching their news narratives and providing a depth of coverage that was harder to achieve in the pre-social media era. Paulussen and Harder point out that this shift has prompted newspapers to adapt their sourcing practices. Journalists now routinely monitor social media for breaking news, trends, and public opinion, which can influence the focus and framing of their stories. This adaptation is indicative of the broader transformation in how news is gathered, verified, and reported.

One of the critical issues addressed in the research is the challenge of verification.

While ‘Social Media’ can provide rapid access to a wealth of information, the accuracy of this information can vary significantly. Paulussen and Harder discuss how newspapers must navigate the challenges of verifying social media content, emphasizing the need for robust fact-checking processes to ensure the credibility of their reporting. The risk of misinformation and the speed at which it can spread make this an essential concern for journalists using it as a source. The incorporation of it into traditional newspaper journalism also raises several ethical problems. Issues as privacy and consent are brought to the forefront when journalists use content from social media. For instance, using tweets or videos from individuals without their explicit consent can lead to ethical dilemmas.

The study ultimately shows that ‘Social Media’ has turned out to be a fundamental component of journalism, influencing not only the type of stories that are reported but also how they are researched and written. This integration has led to faster, more interactive, and more participatory forms of journalism. However, it also requires journalists to acquire new skills and adapt to a rapidly changing landscape. Paulussen and Harder's exploration of how traditional newspapers use social media as a source highlights the different nature of journalism. As ‘Social Media’ continues to embed itself into the fabric of traditional journalism, it challenges established norms and practices, necessitating ongoing adaptation and reconsideration of journalistic standards and ethics.

The ‘Reuters Institute Digital News Report 2020’, authored by Newman, Fletcher, Schulz, and Nielsen, offers an expansive overview of how journalists globally, including in India. This annual report is an invaluable resource for understanding current trends in journalistic practices and how they have been influenced by digital technologies. Regarding India, the ‘Digital News Report 2020’ provides insights into how social media's role in journalism is particularly pronounced due to the country's high internet penetration and the widespread adoption of mobile devices. Social media platforms are extensively used by Indian journalists to cover political events, societal issues, and crises like natural disasters. The report notes that in environments where traditional media may be constrained by political or economic pressures, social media offers a vital alternative platform for

independent journalism. The 'Reuters Institute Digital News Report 2020' provides not only statistical data but also qualitative analyses that help understand the problems of these trends for the upcoming journalism.

Nicole B. Ellison and Danah Boyd's chapter, "Sociality through Social Network Sites," in 'The Oxford Handbook of Internet Studies' edited by William H. Dutton, provides a comprehensive exploration of how social media have redefined interpersonal communication and social relationships. This seminal work unpacks the complex ways in which these digital platforms have grown as integral to daily social interactions and have transformed how people connect, communicate, and maintain relationships. These platforms allow individuals to maintain larger and more diverse social networks than would be possible offline. Users can keep in touch with weak ties (acquaintances) and strong ties (close friends and family), often bridging geographical and social distances that would traditionally make such connections challenging.

Ellison and Boyd highlight that social media platforms enable individuals to manage their social relationships with greater flexibility and control. Features like status updates, direct messaging, and the ability to share multimedia content allow users to curate their social presence and engage with their network in varied and meaningful ways. They explore the concept of social capital in the context of social network sites. They argue that social media can enhance users' ability to access resources from their social connections, such as information, support, or opportunities, which is a crucial aspect of social capital. Furthermore, they discuss the shift towards "networked individualism," where social media facilitates more personalized networking experiences, allowing individuals to navigate their social worlds in uniquely tailored ways.

The chapter also addresses critical issues such as privacy, surveillance, and the authenticity of online interactions. 'Ellison and Boyd' examine the trade-offs that users face between privacy and connectivity, noting that while social media can foster open sharing and interaction. 'Ellison and Boyd' consider the broader societal and cultural implications of social media. They suggest, these platforms are not just tools for communication but are

actively shaping cultural norms and expectations about connectivity, privacy, and social interaction. The widespread use of social media is influencing everything from political mobilization to the way businesses interact with consumers, making it a pivotal element of contemporary society. "Sociality through Social Network Sites" by Ellison and Boyd provides foundational view into the profound impact on interpersonal communication and society relationships. It highlights both the opportunities and challenges that these digital platforms present, offering a nuanced perspective.

Lee, Chae, and Kim titled "A phenomenological exploration of the roles of social media in grassroots activism: The case of the 2008 candlelight protests in South Korea" published in 'NewMedia & Society' provides valuable insights into how social media platforms facilitate engagement between journalists and the public. Although the primary focus is on South Korea's 2008 candlelight protests, the findings can be extrapolated to understand similar dynamics in other regions, such as New Delhi/NCR, where social media plays a critical role in people discourse and activism. The study meticulously explores how social media was pivotal during the 2008 candlelight protests in South Korea, a series of demonstrations against U.S. beef imports. The authors highlight how platforms like Twitter and Facebook were not merely channels for spreading information but also crucial tools for organizing protests, rallying support, and creating a space for civic engagement. These platforms enabled activists to circumvent traditional media channels, which were perceived to be biased or under governmental influence, thus providing a more direct and unfiltered line of communication.

In the context of the protests, journalists used social media to gather real-time information, source eyewitness accounts, and engage directly with the public. This direct interaction not only informed journalistic outputs but also helped to construct trust and reliability with the viewers. Journalists could respond to public inquiries, clarify misinformation, and provide a more nuanced view of the events, enhancing the depth and quality of news coverage. Applying these insights to a region like New Delhi/NCR, where social media usage is extensive, one can see similar dynamics at play. It makes easy a direct

dialogue between the two, with journalists not just reporting on events but also engaging with the public to understand their perspectives and grievances. This engagement helps media professionals cover stories more comprehensively and with greater sensitivity to the nuances of public sentiment.

Journalists in regions like New Delhi/NCR can leverage these platforms not only to report on events but also to foster a dialogue with their audience. The interactive nature of 'Social Media' allows for an immediate feedback loop, which can be instrumental in addressing public concerns and adjusting reportage based on audience input. Lee, Chae, and Kim's focused on a specific event in South Korea, the principles derived from their analysis are broadly applicable, illustrating how journalists across the globe, including in New Delhi/NCR, can utilize social media to enhance their interaction with the public, thereby enriching the democratic process and ensuring a more informed society.

Robin Jeffrey and Assa Doron's book, 'The Great Indian Phone Book: How the Cheap Cell Phone Changes Business, Politics, and Daily Life', published by Harvard University Press in 2013, provides a thorough examination of the transformative impact of mobile communication technologies in India. Jeffrey and Doron discuss how the widespread availability of cheap mobile phones has revolutionized the way journalism is practiced in India. In densely populated and highly dynamic regions, mobile phones enable journalists to stay connected, gather news more efficiently, and respond promptly to developing stories. One significant aspect highlighted in the book is the enhancement of field reporting. Mobile devices are not just tools for communication but also serve as recorders, cameras, and broadcasting units. This multiplicity of functions allows journalists to capture and disseminate news footage and audio more rapidly than ever before, often broadcasting directly to the web or through television feeds.

Jeffrey and Doron also explore how mobile phones facilitate greater interaction between journalists and their audiences. Journalists use mobile technology to engage with their viewers and readers, receiving feedback through text messages, WhatsApp, and social media platforms. This interaction not only helps in shaping the news agenda by

highlighting issues of importance to the local community. While discussing the opportunities created by mobile communication, Jeffrey and Doron do not shy away from addressing the challenges. These include concerns about information overload, the reliability of mobile-sourced information, and the need for robust verification mechanisms to ensure accuracy in journalism. Additionally, there are challenges related to digital divides, where not everyone may have equal access to mobile technologies, potentially skewing which voices are heard and which remain marginalized.

The insights provided by Jeffrey and Doron are particularly pertinent to regions, where the pace of life and the density of the population make mobile communication essential for effective journalism. The book suggests that the impact of mobile phones extends beyond journalism, influencing political mobilization, business practices, and daily social interactions, thereby reshaping the socio-economic landscape of the region. 'The Great Indian Phone Book' by Jeffrey and Doron is a crucial resource for understanding the broad and nuanced impacts of mobile communication technologies in India, especially in the context of journalism. It offers a detailed look at how these technologies are not just tools for news gathering and dissemination but are also reshaping the relationships between journalists, news outlets, and the public in transformative ways.

James Pamment's book, 'New Public Diplomacy in the 21st Century: A Comparative Study of Policy and Practice', published by Routledge in 2014, offers an insightful analysis into the utilization of digital and social media tools in public diplomacy, which has significant implications for journalism, especially within India's complex media landscape. Pamment's work is primarily focused on the evolving field of public diplomacy, exploring how digital tools have become essential in engaging and influencing foreign publics. These tools, which include social media platforms and other online media, are used to craft and disseminate a nation's image, policies, and values internationally. The parallel between public diplomacy and journalism is striking, particularly in how both fields use digital tools to reach and influence their audiences effectively. In the context of journalism in India, Pamment's analysis is highly relevant.

Pamment's work also reveals challenges occurred by the use of digital tools in communication strategies, applicable to journalism. These challenges include issues of credibility, misinformation, and the ethical use of digital content. The insights from Pamment's study suggest that Indian journalists can benefit from adopting sophisticated digital communication strategies similar to those used in public diplomacy. This approach can enhance their ability to report accurately and engage meaningfully with an increasingly digital-savvy audience. 'New Public Diplomacy in the 21st Century' by James Pamment provides valuable perspectives on the online communication strategies that are highly applicable to the field of journalism, especially in a dynamic and diverse media environment like India's. The book not only highlights the benefits but also the complexities and responsibilities that come with the digital age, offering lessons that are crucial for journalists navigating the contemporary media landscape.

The article by Tandoc Jr, Lim, and Ling, titled "Defining 'fake news': A typology of scholarly definitions," published in 'Digital Journalism', provides a comprehensive analysis of how the term "fake news" is understood and categorized within academic discourse. Although the primary focus is on defining and typifying fake news, the research offers valuable insights into the broader challenges that journalists face. 'Tandoc Jr, Lim, and Ling' discuss the complexity of defining fake news, noting that it encompasses a range of misinformation and disinformation. This complexity is crucial for journalists, especially when sourcing information from social media, where the authenticity of content can often be questionable. Understanding the nuances between different types of misinformation (e.g., satire, poor journalism, propaganda) helps journalists in discerning reliable information and enhances their reporting accuracy.

One of the central challenges highlighted in the article is the difficulty of verifying information obtained from social media. This requires robust verification mechanisms and a critical approach to news gathering, emphasizing the importance of cross-checking with multiple sources and using advanced digital tools for fact-checking. Once false information is shared, it can quickly go viral, making it difficult to control or correct. Drawing from Tandoc Jr, Lim, and Ling's methodological approach to categorizing fake news, journalists

can develop similar frameworks to classify the reliability of sources and information on social media. Such typologies can help in quickly identifying potential misinformation and determining the level of scrutiny required for different types of content.

2.6. Impact on News Quality and Ethics

Researcher incorporates discussions regarding the implications of ‘Citizen Journalism and SocialMedia’ on news quality, reliability, and journalistic ethics. This can include debates on misinformation, the speed of news reporting versus accuracy, and ethical dilemmas faced by journalists. To investigate the ‘impact of citizen journalism and social media’ on news quality, reliability, and journalistic ethics, your literature review should encompass a variety of sources that detail both the positive and negative effects these factors have on journalism. Here are some thematic areas and key sources to consider including:

Craig Silverman's edited report, ‘Lies, Damn Lies, and Viral Content: How News Websites Spread (and Debunk) Online Rumors, Unverified Claims, and Misinformation’, published by the ‘Tow Center for Digital Journalism at Columbia University’, provides a thorough analysis of the propagation of misinformation through ‘Social Media’ and its subsequent effect on the quality and reliability of news. This report is particularly insightful as it not only discusses how misinformation spreads but also the role that news websites play both in disseminating and in correcting such misinformation. Silverman’s report highlights how the mechanics of ‘Social Media’ facilitates the rapid extend of misinformation. Unfortunately, this can tend to generate significant engagement due to its often controversial or alarming nature. The report analyzes various case studies where unverified claims or outright falsehoods gained traction on social media and were subsequently reported by mainstream news websites without sufficient verification. The report provides evidence that many news websites, in their rush to attract clicks and traffic, often end up amplifying dubious claims.

On a more positive note, Silverman's report also discusses the role that news websites can and do play in debunking misinformation. Effective debunking involves not

only correcting false claims but also providing context and evidence that refutes these claims comprehensively. The report suggests that news organizations can enhance their credibility and contribute positively to the information ecosystem by investing in fact-checking units and developing clearer standards for verifying and reporting news. 'Lies, Damn Lies, and Viral Content' provides a deep examination of the challenges facing media outlets in the age of digital media and social networks. By detailing how misinformation can spread through social media and affect news quality, Silverman's report serves as a call to action for news websites to uphold high journalistic standards and actively engage in debunking false information. This is crucial for managing the integrity of journalism and make sure that the public remains informed with accurate and reliable news.

The article by Tandoc Jr, Lim, and Ling titled "Defining 'fake news': A typology of scholarly definitions," published in 'Digital Journalism', offers a comprehensive exploration of how "fake news" is defined across different scholarly contexts. This critical examination is particularly important for understanding the implications of fake news for journalism, focusing on aspects such as reliability and the public's trust in media. Tandoc Jr, Lim, and Ling categorize the definitions of fake news into several types, each reflecting different characteristics and concerns. These include fake news as misinformation (inaccurate but not intended to harm), disinformation (deliberately false and intended to deceive), and mal-information. This typology helps in understanding the varied dimensions of 'Fake News' and provides a clearer framework for media organizations to identify and combat it.

The circulation of 'fake news' poses significant challenges to the reliability of content. When false information circulates widely and is occasionally picked up by credible news outlets, it can lead to confusion and misinformation among the public. For journalists, the challenge is to maintain rigorous verification processes and ensure that their reporting does not inadvertently perpetuate falsehoods. This is crucial in maintaining the integrity of journalistic outputs and ensuring that they remain reliable sources of information. One of the most concerning implications of the propagation of 'fake news' is its impact on public

trust in the media. When the public encounters fake news, especially if it comes from or is shared by what were considered reliable sources, their trust in all media can be undermined. This erosion of trust is detrimental not only to media organizations but also to democracy itself, as a well-informed public is essential for democratic functioning. Journalists and news organizations must actively engage in debunking fake news and be transparent about their sources and methods to rebuild and maintain this trust.

For journalists, staying ahead of these trends requires constant vigilance, investment in fact-checking technologies, and ongoing training in digital literacy. The article also discusses the ethical considerations that journalists must navigate when dealing with fake news. These include decisions about whether to report on false information at all, as doing so can sometimes give it further attention or credibility. Journalists must balance the need to report to public about the existence of ‘fake news’ with the risk of inadvertently spreading misinformation further. The article by Tandoc Jr, Lim, and Ling provides essential insights into the complex issue of fake news and its ramifications for journalism. By offering a clear typology of fake news, the study equips journalists and media scholars with the tools to better understand and address this phenomenon.

‘Bill Kovach and Tom Rosenstiel’s’ book, ‘Blur: How to Know What’s True in the Age of Information Overload’, published by Bloomsbury in 2014, delves into the critical challenges that journalists encounter in today’s digital landscape. The authors particularly focus on the tension between the need for speed in reporting and the journalistic imperative to ensure accuracy. ‘Kovach and Rosenstiel’ discuss how the digital age has transformed the nature of journalism. News cycles have accelerated dramatically because of the immediacy of online platforms, where news is disseminated in real time. This environment exerts immense pressure on journalists and news organizations to deliver news quickly in order to remain competitive and relevant.

The central conflict between speed and accuracy is a recurring theme in ‘Blur’. The authors argue that the rush to publish has led to mistakes, misinterpretations. These errors can undermine the credibility of news organizations and erode public trust. Kovach and

Rosenstiel emphasize that in their haste to be first, journalists may skimp on the verification process, which is the cornerstone of good journalism. To address these challenges, Kovach and Rosenstiel advocate for the adoption of rigorous verification tools and methods. They suggest that journalists should apply a systematic approach to verification that involves checking facts from multiple sources, questioning the authenticity of digital content, and being transparent about the verification process. This approach not only ensures the accuracy of the news but also helps in building a trustworthy relationship with the audience. The book also explores the ethical responsibilities of journalists. The authors highlight the consequence of maintaining ethical standards even under the pressure of immediacy. This includes being honest about what is known and what is still uncertain in a news report, avoiding sensationalism, and always prioritizing truth over speed.

‘Blur’ provides practical guidance for journalists navigating the complex information landscape. Kovach and Rosenstiel propose a more reflective approach to journalism, where critical thinking and skepticism are essential tools. They encourage journalists to be wary of the pitfalls of digital news, which can skew perceptions and reporting. In ‘Blur: How to Know What’s True in the Age of Information Overload’, Kovach and Rosenstiel offer valuable insights into the dilemmas facing modern journalism, particularly the conflict between speed and accuracy. Their discussion is crucial for understanding how journalists can balance the demands of timely reporting with the necessity of thorough verification, ultimately contributing to a more informed and discerning public.

Alfred Hermida's article, "Tweets and truth: Journalism as a discipline of collaborative verification," published in ‘Journalism Practice’ in 2012, offers an insightful analysis about the social media. Hermida focuses on how journalists utilize these platforms for news gathering and verification, while also navigating the inherent tension between the need for rapid reporting and the imperative for accuracy. One of the key concepts introduced by Hermida is the idea of "collaborative verification," which involves media persons and people jointly kept in the process of verifying information. This approach

leverages the collective intelligence of a networked public, where users contribute to fact-checking and the refining of details in real time. However, while this can enhance the speed and breadth of verification, it also introduces complexities related to the reliability of crowd-sourced information. Hermida articulates the central challenge in contemporary journalism the pressure to report quickly versus the need to maintain accuracy.

Hermida suggests that the discipline of journalism needs to adapt to these new realities by redefining what it means to verify information. He proposes that instead of seeing verification as a barrier to publication, journalists should view it as an ongoing process. This shift requires a more dynamic approach to journalism, where stories are updated as new information is verified. The article also delves into the ethical implications of using social media in journalism. Hermida argues that journalists must navigate ethical challenges, such as respecting privacy, ensuring fairness, and avoiding harm. This requires not only careful judgment but also a commitment to ethical standards that may sometimes call for restraint in reporting unverified information. "Tweets and truth: Journalism as a discipline of collaborative verification" by Alfred Hermida provides a comprehensive look at how social media is reshaping the landscape of journalism.

Stephen J. A. Ward's 'Radical Media Ethics: A Global Approach', published by Wiley- Blackwell in 2015, is a critical resource for anyone seeking to understand the ethical challenges about the 'Social Media and Citizen Journalism.' Ward argues for a radical rethinking of media ethics to better align with the realities of globalized and digital media. Ward emphasizes the need for a media ethics framework that transcends national borders and local cultural norms. This global approach is crucial in an era where information flows freely across boundaries and where journalists and media consumers are often from diverse cultural backgrounds. Ward argues that a universal set of ethical standards can help address the challenges posed by this global interconnectedness.

2.7. Regional Studies on Media Practices:

Kalyani Chadha and Anandam Kavoori's article, "Media imperialism revisited: The global age of television in India and beyond," published in the 'Asian Journal of Communication' in 2015, makes available an in-depth investigation of the evolving landscape of television and digital media in India. Their study revisits the concept of media imperialism in the context of globalization, examining how global media influences local consumption patterns, especially in urban regions. Chadha and Kavoori revisit the concept of 'media imperialism' that traditionally referred to the domination of 'Western Media' and its cultural values over local cultures, particularly through television. However, they argue that this concept needs reevaluation in the context of today's globalized media environment. They suggest that the flow of media is no longer unidirectional (from the West to the rest) but is increasingly multidirectional, with Indian media also exerting influence globally. They highlight how the advent of digital media, such as streaming services, has transformed the television landscape in India. These platforms bring a plethora of international content to Indian audiences, significantly influencing local viewing habits and preferences. Urban regions, in particular, have seen a shift in how media is consumed, with a growing preference for on-demand content that caters to diverse tastes and languages.

Chadha and Kavoori discuss how global television shows and films have been widely accepted by urban audiences in India, leading to changes in local programming. Indian television networks and content creators are increasingly incorporating themes and formats from popular international media to cater to these evolving tastes. This includes not just adopting genres such as reality TV and sitcoms but also integrating higher production values and more complex narratives that mirror global standards. One of the key insights from the article is the notion of cultural hybridity, where local and global media forms blend to create unique viewing experiences. This phenomenon is particularly evident in urban India, where audiences have access to both international streaming services and local television channels. The result is a hybrid media culture that reflects both global influences and local traditions and values. The shift towards digital media is also discussed, emphasizing its implications for traditional television. As more Indians, particularly in

urban areas, turn to smartphones and the internet for entertainment, traditional broadcasters are compelled to adapt by offering online content and interactive digital platforms. It highlights how global and local media landscapes interact, leading to a continuously evolving pattern of media consumption that reflects both global trends and local cultural specifics.

Sahana Udupa and Stephen D. McDowell's article, "Media assemblages and the changing landscape of political communication in India," published in 'Television & New Media' in 2017, offers a detailed exploration of how digital media platforms, particularly 'social media' have been incorporated into the fabric of political communication and journalism in India. Udupa and McDowell utilize the concept of "media assemblages" to describe the interconnected nature of traditional media, digital platforms, and social media in the recent media landscape. This framework helps to understand how different media forms coexist, interact, and influence each other in the sphere of political communication. It emphasizes the layered and multifaceted nature of media usage today, where old and new media are not in competition but rather in a continuous state of negotiation and flux.

Udupa and McDowell discuss the 'dual nature' of social media's impact on political communication and journalism. On the one hand, social media democratizes information dissemination, allowing more voices to be heard and enabling a more participatory form of political engagement. The article underscores the need for new skills and strategies among journalists to effectively navigate the changed landscape. This includes skills in digital literacy, fact-checking, and the ability to manage and interpret large volumes of data coming from social media. Furthermore, it calls for ethical considerations in how journalists use social media, stressing the maintaining professional integrity and accuracy in the rapid news cycle driven by digital platforms. It offers valuable depth into the transformative impacts of digital media on the ways political narratives are crafted and understood, highlighting both the potential benefits and the inherent risks associated with this evolution.

2.8. Comparative Studies:

The study by Axel Bruns, Tim Highfield, and Jean Burgess, titled "The Arab Spring and social media audiences: English and Arabic Twitter users and their networks," published in the 'American Behavioral Scientist' in 2013, provides deeply analysis of how Twitter was used at the time of Arab Spring. The authors examine how Twitter not only served as a tool for communication among protesters but also as a crucial platform for disseminating information to the wider world. They analyze the networks of Twitter users who tweeted in both English and Arabic, revealing how information flowed within and between different linguistic and regional groups. This aspect of the study demonstrates the global reach and impact of Twitter, showing how localized political actions can resonate on a global scale through social media.

The utilization of 'Twitter' provides a point of comparison for other political crises, such as those in Ukraine, Hong Kong, or even during election cycles in United States and India. In each of these contexts, 'Social Media' has presented a similar role in organizing, mobilizing, and informing both participants and global audiences. The study by Bruns, Highfield, and Burgess helps contextualize these phenomena, showing how social media platforms are increasingly becoming integral to political communication and citizen journalism. The article also sheds light on how journalism practices have been transformed by social media. During major events; instead, they share this role with ordinary citizens who have access to platforms like Twitter. This shift necessitates changes in journalistic practices, where traditional media must now engage with, verify, and sometimes counter the information distributed via social media.

Bruns, Highfield, and Burgess utilize network analysis to understand the complex interactions and information flow on Twitter during the Arab Spring. This methodological approach provides a blueprint for analyzing social media usage in other political or social contexts, helping researchers and journalists to map out the key communicators. The study also touches on the practical and ethical problems of using social media in journalism. The real-time nature of Twitter creates challenges in verifying information before it is disseminated further. Additionally, the authors discuss the implications for privacy and

security, both for users who may not understand the visibility of their posts and for those who might be targeted by authorities due to their online activities. "The Arab Spring and social media audiences: English and Arabic Twitter users and their networks" provides crucial views into the evolving correlation between social media and traditional journalism, especially in times of political crisis.

Frank Esser and Thomas Hanitzsch's 'The Handbook of Comparative Communication Research', published by Routledge in 2012, is a comprehensive resource that offers a broad range of studies on media practices from around the globe. This handbook provides a rich comparative perspective, which is particularly valuable for understanding the nuances in social media use and journalism practices across different cultural and regional contexts. The handbook is structured to guide readers through various aspects of media and communication research, including methodology, theoretical frameworks, and specific case studies. It emphasizes the importance of comparative research in understanding the global intricacies of media systems, journalistic norms, and the role of technology in communication. Such an approach is crucial for identifying both universal and culturally specific practices in media and journalism.

The handbook also addresses methodological considerations in conducting comparative media research. It discusses the challenges and strategies involved in cross-national and cross-cultural studies, such as dealing with language barriers, ensuring conceptual equivalence in surveys and interviews, and adapting research tools to local contexts. 'The Handbook of Comparative Communication Research' edited by Frank Esser and Thomas Hanitzsch is an essential resource for anyone interested in the comparative study regarding the media and communication. It provides a framework for analyzing how different global contexts affect journalism practices and the employ of social media, offering valuable perspectives for understanding the particular conditions in New Delhi/NCR in relation to the wider world.

2.9 Research Objectives

2.9.1 Conceptualization of Research

The nature of social research is scientific. Therefore, the study of any problem or phenomenon is conducted scientifically, that is, according to the scientific method. The scientific method is commonly used across all humanities research works uniformly. Thus, the main stages of social research are the same as those of the scientific method. Without going into more detail about the main stages of the scientific method, it can briefly be stated that the first step in social research involves clearly defining the objective of a topic. When determining the objective of the research, it is ensured that the research work is practical from the research perspective. Here, practicality does not imply utility but rather whether it is feasible to study the chosen topic using available scientific methods. It is also important to ensure that the chosen topic is not so broad that studying it becomes impractical or that the study becomes so fragmented that deriving any concrete conclusions becomes impossible.

It is a commonly held belief in the research community that determining the objective of social research is the most challenging part of the research process. Northrop states in his book "Textbook of Research and Practice" that although a researcher can use the most difficult methods in later stages of research, if the objectives are determined inaccurately or superficially, then merely difficult methods will not be able to rectify the situation later on. Hence, it is said that research work is like a ship that sails from a harbor towards a far-off destination. If there is a slight error in direction-finding at the beginning, there is a high likelihood of getting lost, regardless of how skillfully the ship is built or how competent the captain is. Therefore, it is crucial that the selection of the research topic and the determination of its objectives are done in such a way that the research does not struggle to achieve its goals.

The current research thesis, "Cultivation of Social Media and Effect of Citizen Journalism: A Study among Journalists in the New Delhi/NCR region," was established with the understanding that journalists' operational plans today involve multiple forms of expression through social media and citizen journalism, which have a permanent relationship with public life. According to the current state, new media and technological

products have encouraged journalists through their contributions.

Table 1 Identifying Research Objective

S.no.	Research Study	Findings the Studies	Identified Research Gap	Research Objectives Defined
	<p>Paulussen, S., & Harder, R. A. (2014) — "Social media references in newspapers: Facebook, Twitter, and YouTube as sources in newspaper journalism."</p> <p>- Hermida, A. (2012) — "Tweets and truth: Journalism as a discipline of collaborative verification."</p> <p>- Udupa, S., & McDowell, S. D. (2017) — "Media assemblages and the changing landscape of political communication in India."</p> <p>- Allan, S., & Thorsen, E. (2009) — "Citizen Journalism: Global Perspectives."</p>	<p>These studies explore journalists' adaptation to social media and citizen journalism, emphasizing shifts in practices and perceptions globally and in specific contexts like India.</p>	<p>Existing studies lack focused research on journalists in the New Delhi/NCR region, where digital media adoption and citizen journalism have rapidly grown. There is a need to understand localized perceptions and practices.</p>	<p>To examine the practices and perceptions of journalists regarding social media cultivation and citizen journalism in the New Delhi/NCR region.</p>

	<p>- Rodriguez, C. (2001) — "Fissures in the Mediascape: An International Study of Citizens' Media."</p> <p>- Newman, N. et al. (2021) — "Reuters Institute Digital News Report."</p> <p>- Mehta, N. (2019) — "The Rise of Digital Media in India: Changing News Consumption Patterns."</p>			
	<p>Paulussen, S., & Harder, R. A. (2014) — "Social media references in newspapers: Facebook, Twitter, and YouTube as sources in newspaper journalism."</p> <p>- Hermida, A. (2012) — "Tweets and truth: Journalism as a discipline of collaborative verification."</p> <p>- Allan, S., & Thorsen, E. (2009) — "Citizen Journalism: Global Perspectives."</p>	<p>Studies identify verification, credibility, and adapting traditional workflows as challenges in the digital age, emphasizing shifts in production dynamics.</p>	<p>Insufficient research into the distinct challenges faced by journalists in New Delhi/NCR, especially considering its complex political and digital media landscape.</p>	<p>To explore the challenges faced by journalists in navigating the digital landscape and adapting to the changing dynamics of news production and consumption.</p>

	<p>- Ward, S. J. A. (2015) — "Radical Media Ethics: A Global Approach."</p> <p>- Udupa, S., & McDowell, S. D. (2017) — "Media assemblages and the changing landscape of political communication in India."</p> <p>- Posetti, J. et al. (2017) — "Journalism, Fake News & Disinformation: Handbook for Journalism Education and Training."</p> <p>- Chadha, K., & Harlow, S. (2021) — "Social Media and Journalism: Navigating the Changing Landscape."</p>			
	<p>Hermida, A. (2012). "Tweets and truth: Journalism as a discipline of collaborative verification." — Journalism Practice.</p> <p>- Singer, J. B., Hermida, A., Domingo, D., Heinonen, A., Paulussen, S., Quandt, T., Reich, Z.,</p>	<p>These studies address social media's influence on journalistic roles, identity, and public engagement.</p>	<p>Limited research on how journalists in New Delhi/NCR are redefining their professional</p>	<p>To understand the role of social media and citizen journalism in shaping journalistic practices, professional identity, and audience relationships.</p>

	<p>& Vujnovic, M. (2011). "Participatory Journalism: Guarding Open Gates at Online Newspapers." — Wiley-Blackwell.</p> <p>- Papacharissi, Z. (2015). "Affective Publics: Sentiment, Technology, and Politics." — Oxford University Press.</p>		<p>identity and audience engagement due to the rise of social media and citizen journalism.</p>	
	<p>Paulussen, S., & Harder, R. A. (2014). "Social media references in newspapers: Facebook, Twitter, and YouTube as sources in newspaper journalism." Journalism Practice.</p> <p>- Canter, L. (2013). "The interactive spectrum: The use of social media in UK regional newspapers." — Convergence: The International Journal of Research into New Media Technologies.</p> <p>- Lewis, S. C., Holton, A. E., & Coddington, M. (2014). "Reciprocal</p>	<p>These studies examine global strategies for journalists engaging with social media and citizen content. However, region-specific strategies tailored to the socio-political environment of New Delhi/NCR are missing.</p>	<p>Absence of documented strategies tailored to the socio-political and cultural context of New Delhi/NCR, where trust in media and digital literacy levels vary widely.</p>	<p>To identify strategies and best practices for journalists to effectively utilize social media platforms and engage with citizen-generated content.</p>

	Journalism: A concept of mutual exchange between journalists and audiences." — Journalism Practice.			
	<p>Rodriguez, C. (2001). "Fissures in the Mediascape: An International Study of Citizens' Media." — Hampton Press.</p> <p>- Carlson, M., & Lewis, S. C. (2015). "Boundaries of Journalism: Professionalism, Practices and Participation." — Routledge.</p> <p>- Josephi, B. (2016). "Journalism in the Global South: Participation, Practice, and Professionalism." — Journalism Studies.</p>	<p>These works analyze the broader implications of citizen journalism and social media on professional journalism globally. However, the long-term impacts on journalistic integrity, credibility, and sustainability in India, particularly in New Delhi/NCR, remain underexplored.</p>	<p>Insufficient focus on the long-term impact of citizen journalism and social media cultivation on the credibility and sustainability of professional journalism in the New Delhi/NCR region.</p>	<p>To assess the implications of social media cultivation and citizen journalism for the future of journalism in the New Delhi/NCR region and beyond.</p>

2.9.2 Objectives of the Research

1. To examine the practices and perceptions of journalists regarding social media cultivation and citizen journalism in the New Delhi/NCR region.
2. To explore the challenges faced by journalists in navigating the digital landscape and adapting to the changing dynamics of news production and consumption.
3. To understand the role of social media and citizen journalism in shaping journalistic practices, professional identity, and audience relationships.
4. To identify strategies and best practices for journalists to effectively utilize social media platforms and engage with citizen-generated content.
5. To assess the implications of social media cultivation and citizen journalism for the future of journalism in the New Delhi/NCR region and beyond.

2.9.3. Detailed Explanation of the Research Objectives -

2.9.3.1. Primary Research Objectives:

1. To examine the practices and perceptions of journalists regarding social media cultivation and citizen journalism in the New Delhi/NCR region.

This objective of the research seeks to meticulously analyze how journalists are not only using social media as vital sources of information but also as crucial channels for audience interaction. Social media's role extends beyond simple news gathering; it is actively altering the mechanisms of news distribution and the interaction between the public and news creators. This integration of social media into journalism prompts a deeper examination of its impacts. The research will explore whether journalists view social media as a positive enhancement enabling better engagement and more efficient news reporting, or as a source of professional and ethical challenges that complicate their work.

Part of this inquiry involves understanding how these digital tools influence journalistic practices and the potential implications for news quality and integrity. Are these tools seen as reliable and valid sources that contribute to thorough journalism, or are they viewed as exacerbating the spread of misinformation and thus presenting risks to journalistic standards

and ethics? Furthermore, the study will consider how social media might be affecting journalists' professional identities and their relationships with their audiences. This will include a look at the benefits it brings to news dissemination and the challenges it poses, thereby offering a balanced perspective on the evolution of modern journalism practices influenced by social media.

2. To explore the challenges faced by journalists in navigating the digital landscape and adapting to the changing dynamics of news production and consumption.

The transformation has dramatically reshaped the media landscape, presenting journalists with a myriad of new challenges. This particular objective concentrates on pinpointing the specific difficulties journalists encounter as they navigate this evolving digital terrain. As media shifts from traditional platforms to digital ones, journalists are required to adapt to a faster pace of information flow, increased volume of data, and a greater demand for instant news delivery. These changes have given rise to several critical challenges. One significant issue is information overload, where the sheer quantity of available data can overwhelm journalists, making it harder to sift through and identify what is truly relevant and newsworthy. Additionally, the rapid pace of digital news cycles places intense pressure on journalists to deliver news quickly, which can often lead to errors or a sacrifice in the quality and depth of reporting.

Misinformation is another pressing concern, as the ease of publishing on digital platforms means that unverified or false information can spread just as rapidly as legitimate news. The study aims to explore these challenges in depth, investigating how they affect journalists' ability to produce accurate and reliable reporting. By identifying these hurdles, the research intends to develop solutions or strategies that can help journalists better manage the demands of the digital age. Potential strategies might include the adoption of advanced tools for data management and verification, training programs to enhance digital literacy and fact-checking skills, and new models for slowing down the news cycle to ensure accuracy without sacrificing timeliness. This comprehensive approach seeks to provide

actionable insights that can aid journalists in overcoming the obstacles posed by digital transformation, thereby enhancing the integrity and sustainability of journalism in an increasingly digital world.

3. To understand the role of social media and citizen journalism in shaping journalistic practices, professional identity, and audience relationships.

Social media and citizen journalism have transcended their roles as mere tools in journalism, emerging as significant influencers within the field. This research objective aims to delve deeply into these influences, exploring how they are reshaping the landscape of journalism. Nowadays, anyone with internet access can report on events, creating a new dynamic. This shift challenges the conventional hierarchy of journalistic authority and prompts a reevaluation of who can be considered a journalist.

The accessibility of publishing tools has democratized the field of news production. However, this democratization introduces challenges, particularly in maintaining journalistic quality and accuracy. The findings could illuminate how professional journalists can adapt to maintain authority and credibility in a rapidly evolving digital age. Strategies might include enhancing transparency in the reporting process, engaging more actively with audiences, and incorporating robust fact-checking mechanisms to combat misinformation effectively. Understanding these dynamics is crucial for both media professionals and consumers, as it affects how information is produced, consumed, and trusted in contemporary society.

4. To identify strategies and best practices for journalists to effectively utilize social media platforms and engage with citizen-generated content.

As digital platforms continue to evolve, the strategies journalists use to engage with these tools must also adapt and improve. This research objective is dedicated to identifying the most effective practices and innovative approaches for integrating social media into journalism. The aim is to discover methods that not only enhance journalistic work but also

uphold the profession's ethical standards in the face of new technological challenges. However, the benefits of these platforms come with complexities, particularly in terms of maintaining journalistic integrity and navigating the potential for misinformation. This study will explore a variety of successful strategies currently being employed by journalists. These include the use of sophisticated tools for social media analytics, which help journalists understand audience behaviors and preferences, thereby enabling more targeted and impactful reporting. Additionally, the research will look at how journalists can use social media to enhance real-time engagement and feedback from their audience, which can lead to more responsive and dynamic news coverage.

Another focus will be on the training and resources needed by journalists to effectively utilize these digital tools. Proper training can help journalists better manage the balance between speed and accuracy, ensuring that the rush to publish does not compromise the quality of information.

The researcher investigated ethical problems, such as strategies for verifying the authenticity of information gathered from social media and guidelines for interacting with audiences in a manner that respects privacy and ensures transparency. By identifying and highlighting these best practices, the study aims to provide journalists with a roadmap for effectively integrating social media into their workflows. The outcome will ideally contribute to the broader conversation about how journalism can evolve constructively in the digital era.

5. To assess the implications of social media cultivation and citizen journalism for the future of journalism in the New Delhi/NCR region and beyond.

This research objective is focused on projecting the future landscape of journalism as it continues to be reshaped by digital transformations. By analyzing the long-term impacts of these changes, the study aims to provide insights that will be crucial for equipping both current and future journalists. As digital platforms increasingly dominate the way of consumption and distribution of news, field journalism is undergoing significant shifts in several key areas:

1. **Technology Integration:** Artificial Intelligence, Machine Learning, and Data Analytics, these technologies can help automate routine tasks, personalize content distribution, and provide deeper insights into audience behavior. Understanding how to leverage these tools will be essential for journalists.

2. **Changing Business Models:** The traditional revenue models based on advertising and subscriptions are being challenged. The future may see more innovative approaches, such as micro-payments, crowdfunding for investigative journalism, and the integration of interactive content which can attract premium subscriptions.

3. **Audience Engagement:** As audiences become more fragmented, journalists will need strategies to engage with niche markets through personalized content, interactive media, and perhaps virtual reality experiences. The ability to engage directly and meaningfully with these diverse audience segments will be critical.

4. **Journalistic Roles and Skills:** The role of journalists is expanding beyond traditional reporting to include skills such as data journalism, social media management, and content curation. Training programs will need to adapt to prepare journalists for these broader roles.

Understanding these trends and their implications will help journalists adapt to the demands of a digital-first world. This research will explore these areas to forecast potential developments in journalism and suggest ways in which the industry can prepare for these future challenges. By doing so, the study hopes to contribute to a robust and dynamic field of journalism that can thrive in an increasingly digital landscape.

2.9.3.2. Secondary Research Objectives:

1. **“To review existing literature on Social Media, Citizen Journalism and their impact on ‘Traditional Journalism’ practices” –**

Researcher includes a thorough examination of scholarly articles, books, and prior studies that delve into the interactions between traditional journalism and emerging digital

platforms. The literature review is to elucidate how these platforms are reshaping aspects of journalism such as news gathering, reporting, and the ethical standards governing the profession. The review will explore the progression of social media within the journalistic sphere, documenting its ascent and integration as a critical tool for journalists worldwide. Similarly, the surge of citizen journalism will be scrutinized to assess its impact on the professional landscape, specifically how it has altered journalistic ethics, practices, and the expectations of news audiences. The review seeks to map out how digital innovations have not only transformed the mechanics of reporting but also redefined the ethical boundaries of journalism. Insights gained from this review will be instrumental in understanding the broader implications of digital media on journalism, offering a nuanced perspective of the digital revolution's influence on news production and dissemination. This will ultimately assist in crafting more informed strategies and practices that can be adopted by journalists and media houses to navigate this new digital era effectively.

2. “To analyze case studies and empirical research studies related to social media and citizen journalism in the context of journalism ethics, professionalism, and media ecology” –

Through the detailed examination of case studies and empirical research, this objective aims to delve into the real-world applications of these digital platforms and their consequential impact on journalism. The analysis will encompass various instances where social media and citizen journalism have markedly influenced news reporting, highlighting both the beneficial impacts and the controversial issues that have emerged.

The investigative approach will look into how these tools have facilitated faster and more extensive reach of news. However, alongside these positive outcomes, the study will also explore the controversies that arise, such as challenges to journalistic integrity, issues of misinformation, and the pressures of constant online presence, which can lead to rushed and less thoroughly vetted news stories. This includes examining shifts in journalistic ethics, such as the blurring lines between objective reporting and advocacy, and the potential compromise of editorial independence due to the influence of viral content.

The study will assess the ecological shifts within media landscapes, analyzing how traditional news organizations are adapting to maintain credibility and authority in a media environment increasingly dominated by digital platforms. This comprehensive analysis is offering insights into how journalists can navigate these changes while upholding the core values of accuracy, fairness, and ethical reporting in their profession. Through this exploration, the research will illuminate the broader implications of digital media on journalism, guiding future strategies for media practitioners and policymakers.

3. “To contextualize the findings of the primary research within the broader theoretical frameworks of media studies, communication theory, and digital journalism” –

This research objective is designed to seamlessly integrate the findings from primary research with well-established theories and models. This integration is crucial to developing a comprehensive understanding of how digital transformations are reshaping the media landscape. By applying theoretical frameworks such as the Diffusion of Innovations, Media Richness Theory, and other relevant theories from digital communications and media studies, the analysis will enrich the interpretation of the empirical data gathered during the research. The Diffusion of Innovation theory will help in understanding how new media technologies spread within journalistic communities.

The perspective will allow for an exploration of the rate at which digital tools are embraced by journalists and media organizations, and the socio-economic and cultural variables that facilitate or hinder this process. Meanwhile, Media Richness Theory, which evaluates different communication media based on their capacity to reproduce the information sent over them without loss or distortion, will be used to assess the effectiveness of digital platforms in conveying complex news stories. The study aims to systematically dissect the ways in which digital technologies are integrated into journalism workflows, influencing everything from news gathering to consumer engagement.

This theoretical lens will not only contextualize the changes observed in journalistic

practices but also provide a deeper insight into the strategic and operational shifts occurring within media organizations as a result of digital innovation. This approach will show not just what changes are occurring but also why these changes might be happening and how they align with or deviate from theoretical expectations. The ultimate goal is to produce a set of enriched insights that can inform both academic discourse and practical applications in journalism, ensuring that media practitioners and scholars have a robust framework for navigating and leveraging digital transformations in the media sector.

4. “To compare and contrast the experiences of journalists in the New Delhi/NCR region with those in other geographic contexts, both within India and globally” –

This research objective seeks to discern whether the digital journalism trends observed in the New Delhi/NCR region align with or diverge from global patterns, providing a crucial comparative perspective. The goal is to highlight both the regional differences and similarities that may exist, thereby offering insights into the unique and shared challenges and opportunities faced by journalists operating in diverse media landscapes.

To achieve this, the study will involve a meticulous collection of secondary data and research findings from various geographic regions, both within India and across the world. This comprehensive data gathering aims to encompass a broad spectrum of digital journalism practices, reflecting a range of cultural, technological, and regulatory environments. The analysis will then focus on comparing and contrasting these practices, looking specifically at how different cultural contexts influence these factors. For example, how might regulatory frameworks in Europe, with strict data protection laws, affect journalistic practices differently than in places with less stringent controls? Additionally, the study will examine the technological infrastructure available in different regions and its impact on digital journalism. This includes looking at internet access, digital literacy, and the availability of advanced technologies, which can greatly influence the extent and manner in which digital tools are employed by journalists.

The research will also explore how societal norms and values shape the ethical considerations and editorial decisions in different media markets. For instance, regions with a high value placed on community and tradition might experience digital journalism differently from areas where individualism and innovation predominate. The study aims to identify key patterns and deviations in digital journalism practices globally and within India. This will not only enrich our understanding of digital journalism's current state but also provide valuable insights into its potential future directions, helping journalists and media organizations to better.

5. “To synthesize the primary and secondary research findings to generate insights, recommendations, and implications for media practitioners, policymakers, and researchers”

The ultimate objective of this research is to synthesize all gathered insights and data into practical, actionable recommendations and strategic implications for stakeholders in the media industry. This comprehensive synthesis will involve a meticulous integration of both primary and secondary research findings, aiming to provide stakeholders with clear, actionable insights that can significantly enhance journalistic practices, inform policy-making, and guide future research in the realm of digital journalism. The synthesis process will draw upon the diverse array of data collection and comparative analyses of digital journalism trends globally.

This will include reviewing how digital tools are reshaping news gathering, content creation, and audience engagement, and identifying best practices that have emerged in different contexts. The study will highlight effective strategies as well as common pitfalls encountered by journalists as they navigate the rapidly evolving digital landscape. The synthesized recommendations will address policy implications, suggesting ways in which regulatory frameworks can adapt to support ethical and effective journalism in the digital age. For instance, recommendations might include policy adjustments to protect journalists' rights in digital environments, guidelines for managing misinformation, and

strategies for enhancing digital literacy among journalists and audiences alike.

The synthesis will aim to outline directions for future research, identifying gaps in the current understanding and proposing areas where further investigation could yield valuable insights. This might involve suggesting studies into the long-term effects of digital journalism on public trust, or exploratory research into innovative storytelling techniques using emerging technologies. As a result of compiling these insights into a cohesive set of guidelines and recommendations, the research will provide media practitioners, policymakers, and scholars with a robust framework to not only understand but also effectively respond to regarding this. This final synthesis will thus serve as a vital resource for driving innovation and integrity within the media sector.

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Chapter 3:

RESEARCH METHODOLOGY

This research study employs two prominent methodologies in social science research: **Survey and Secondary data analysis**. These approaches are highly applicable across a variety of media, including newspapers, radio, television, and digital platforms. Secondary data analysis extends beyond simple description; it aims to offer an objective interpretation of the data. This method seeks to uncover the underlying motivations and truths conveyed to audiences, thereby providing deeper insights into the content being analyzed (Vepils & Verelson, 2023).

3.1. Survey Methodology

Survey methodology is a type of research technique used in various fields of social science as well as marketing and political research, in an effective way of obtaining cost-effective data through a mail, telephone, online or face to face method. Its data-gathering process involves systematically collecting details about people's preferences, thoughts, and behaviors using questionnaires or interviews. Survey methodology can be dated back to Ancient Egypt when there was a census. However, it became formalized as a research methodology in the 1930's and 1940's when Paul Lazarsfeld, et al. used it as a methodology to examine how various media might influence political opinions (1944).

Survey methodology can be used for descriptive, exploratory, or explanatory research; however, it is subject to having respondent bias when survey informants are unaware or are being subjective rather than objective (2006, Cychota & Harrison). Survey methodology has been used successfully to measure traits, beliefs, and behaviors among large populations, remote format of data collection, and informs on the participant without being intrusive (2010, Groves, et al.). Surveys are particularly convenient because of the size of the sample size it can involve, and it can allow for identification of small effects and subgroup analyses (2003, Biemer & Lyberg). Moreover, survey methodology is often

an ideal way to survey a wider and diversely represented group of individuals; while also being able to assess marginalized populations.

3.1.1. Key Components of Survey Methodology:

3.1.1.1. ‘Questionnaire Design’:

Structuring appropriate questionnaires is critical in establishing data quality and, in general, a well-designed questionnaire will consist of clear, unbiased and appropriately sequenced questions that do not lead respondents to misinterpret the desires of the researcher. Questions can be framed as open-ended (to allow for richness of response and detail) or closed-ended (to allow for easier analysis) (Groves et al., 2009). A structured or combination questionnaire leads respondents along the same path with pre-specified options that allow responses to be aggregated into scales or indices to permit analysis. Mail surveys can save costs and time, as they are the least intrusive and subject to researcher effects; however, follow-up may be needed if response rates are lower than anticipated or non-responses may lead to bias. Researchers can determine rates of non-respondents to target further communications or inform the participant group on why the survey was necessary; though, mail surveys may not be the best choice if detailed answers are suitable. Longitudinal studies have the potential for decreasing responses over time. Group-administered questionnaires, in organization contexts for example, in which respondents are together (as a group) within the same environment and service, are also expected to increase response rates and allow participants to seek clarification. This kind of group-administered questionnaire is particularly useful in the case of executing questionnaires in organizational contexts, with the approval of upper-level management for example.

3.1.1.2. Constructing a Survey Questionnaire:

The questionnaire was designed to solicit nuanced responses with below key questions:

- 1.** How do social media impact the news content of mainstream media in India?
- 2.** How do national and local media patterns and practices concerning social media engagement differ or match?

3. How do social media influence the editorial decision-making process in mainstream media?
4. Does mainstream media's marketing/sales division engage with social media, thereby impacting the editorial decisions?
5. How do social media affect journalism's gatekeeping and objectivity principles? Is it affecting the newsroom culture?
6. How do social media affect how news is sourced, selected, produced, and disseminated by newsrooms in India?
7. How do social media affect the relationship between Indian journalists and their audiences?

3.1.1.3. Data Collection:

Researcher examined the “impact of social media and citizen journalism on traditional journalism practices in the New Delhi/NCR region.” It primarily uses face-to-face interviews to collect data, aiming to make available a broad understanding of journalists' attitudes and adaptations to the evolving media landscape. The rapid rise of social media has facilitated the popularity of citizen journalism, which has profoundly influenced the journalistic landscape. This research explores how professional journalists in the New Delhi/NCR region perceive and adapt to these changes.

Researcher gathered the data through using a combination of survey and secondary data analysis provides a comprehensive and collective perspective for understanding the cultivation of social media, and the broader implications on citizen journalism.

Survey: a survey of 516 media professionals was collected through administration of the questionnaire design to provide insights into how journalists perceive, use, and engage with social media and citizen journalism. It offers an opportunity to obtain quantifiable data on trends and opinion, as well as the effects of social media on everyday journalism and media production.

Secondary data analysis gives a deeper research lens to study of existing literature (academic and practitioner), and transcripts from signed media reports. Secondary data analysis aims to uncover more qualitative information and patterns that are contextually driven and beyond mere observation. Use of previous work on the topic, for example Vepils & Verelson (2023), can help provide an objective lens to critically examine media narratives for broader socio-cultural implications of citizen journalism.

Interviews: Interviewing few journalists provides a qualitative glimpse of their experiences and decision-making as it related to how they used social media, and ways in which their career or professional experience or judgment were disrupted by rising citizen journalism or the use of social media platforms (or both). Collectively, the combination of participant surveys, in-depth interviews, and secondary data analysis provides a composite view of variation in social media context as it relates to journalist experiences, and perceptions of communication products as user-generated, professionally produced, unverifiable, etc. This practical methodology reinforces the richness of the quantitative, qualitative, and secondary data analysis to offer more generosity for a comprehensive methodology.

3.1.2. Sampling Mechanism:

Sampling is a fundamental aspect of survey methodology that involves selecting a subset of individuals. This subset, or sample, is used to gather data, and the results are then generalized to the entire population. This method is crucial because it allows researchers to draw conclusions about a large group without needing to survey every individual within that group. There are two primary types of sampling methods used in survey research: probability-based sampling and non-probability-based sampling.

The study employed a mixed method of Random Sampling and Snowball Sampling to capture a robust and proportionate sample of journalists from the New Delhi / NCR to accommodate both accessibility and reliability of data collection.

Random Sampling: Random sampling was selected based on its ability to minimize

bias, allowing representative samples to be taken from the population based on equal selection chances for everyone in the population. While random sampling leads towards objectivity, it also adds reliability to the sample, growing the sample representative of the population of media professionals.

Snowball Sampling: Snowball Sampling was particularly effective in exploring a sample of journalists who might be less accessible through formal means. Using professional networks, the study was able to reach individuals who might not have participated if they did not have a personal referral. These referrals led to quality responses that were also of a depth that some respondents disclosed more about their experiences. This method created possibilities for recruiting participants quickly and cost-effective logistical support and less time-consuming to reach a greater number of participants.

Through the use of these two sampling types, the study captured a sampled portion of a nuanced scope of media professionals that struck a balance between organizational themes through a random sampling and sought media professionals about specific organizations they might belong to. These two forms of sampling helped broaden the scope of the data and add depth and breadth to the study.

3.1.3. Data Collection Methods:

Research data is primarily collected in three ways, although only two methods were used in this study:

3.1.3.1. Enumeration Method: In this method, the researcher studies the entire area, establishing contact with every unit or member to gather information. This method is used in national censuses conducted every ten years.

3.1.3.2. Sampling Method: In this method, some units are selected as representatives from the aggregate, and necessary information about them is collected.

3.1.4. Sample Size

In this study, efforts were made to collect and classify information about journalists

working in Delhi and the NCR to identify ‘the impact of social media and citizen journalism.’ During research period, data were obtained from journalists across various age groups: 29 journalists under 21 years, 126 between 21 to 30 years, 143 between 31 to 40 years, 78 between 41 to 50 years, 44 between 51 to 60 years, and 8 journalists over 60 years old. Questionnaires were administered to all these participants. Subsequently, the questionnaires were accepted for secondary data analysis and coded.

3.1.5. Various Stages of Sample Selection

Study the relationship between citizen journalism and social media.

1. Collection and study of related literature.
2. Determination of objectives based on the study.
3. Selection of data related to social media.
4. Selection of data related to citizen journalism.
5. Determination of metrics related to Cultivation Theory and Agenda Setting Theory.
6. Selection of topics based on the work of journalists.
7. Development of questionnaires for journalists.
8. After discussing with journalists, the process of translating their messages began.
9. Data analysis based on the feedback and data received from journalists.

3.1.6. Duration of Sampling

Appropriately, the duration of sampling was set differently for both units of analysis. For collecting data related to journalists and understanding inherent tendencies, the period from January 1, 2022, to July 30, 2023, was chosen. For understanding and analyzing the data, the period from August 1, 2023, to December 30, 2023, was used.

3.2. Secondary Data Analysis

Bernard Berelson defines secondary data analysis as "an objective, systematic, and quantitative description of manifest content of communication" (Berelson, 2022). This method rigorously examines visible, external communication content, offering scientific insights into its construction and impact. P. Young enhances this definition by emphasizing its systematic and objective nature, applicable through various data collection methods such as interviews and surveys (Young, 2024). Similarly, Charles R. Wright discusses the method's ability to systematically classify and analyze communication content, stressing the importance of clear, defined categories that enable reproducibility among researchers (Wright, 2021).

George W. Gito further elaborates that secondary data analysis allows for both qualitative and quantitative deductions from communication materials, thus bridging traditional qualitative content such as literature and mass media (Gito, 2025). Berger views it as a dual-purpose method capable of quantifying characteristics in popular media, thus offering a metric of cultural impact (Berger, 2023).

3.2.1. Key Features of Secondary Data Analysis

The methodology is marked by its:

- Connection to factual content derived from communicative and linguistic expressions.
- Focus on manifest content that is observable and analyzable.
- Objective, systematic, and quantitative approach to description.
- Scientific basis, with results that are verifiable and testable.
- Ability to quantitatively study qualitative aspects through tools like charts and graphs.
- Contribution to elucidating the nature of communication media.
- Role in demystifying abstract like Journalist behavior, experience and knowledge, providing a clearer understanding of their societal impact.

3.2.2. Development of Secondary Data Analysis Methodology

It is widely recognized that compared to physical events, social phenomena are more complex, dynamic, abstract, and qualitative, which complicates the process of drawing conclusions and establishing norms in social sciences. Secondary data analysis has significantly contributed to addressing these challenges by enabling the quantitative and objective description of qualitative data. The methodology was initially used by Malcolm Willey in 1926 in his study of newspapers (Willey, 1926). Following this, in 1930, Budland conducted a study titled "Foreign News in American Morning Newspapers" that analyzed the language of newspapers to draw important conclusions (Budland, 1930). Over time, the use of secondary data analysis expanded to include studies in political science and public opinion, notably advanced by Harold Lasswell during the 1930s and 1940s in his works on propaganda and public opinion (Lasswell, 1940). The method's use has seen a resurgence in fields such as music, education, literature, and radio programming, becoming increasingly popular for content studies. Through secondary data analysis, not only can the characteristics and effects of various communication forms be understood, but it also provides a scientific framework for assessing their influence on the public.

3.2.3. Utility of Secondary Data Analysis

It is a research process that quantifies qualitative material, organizing it into a structured and objective form. The study material in secondary data analysis is qualitative. This methodology does not merely convert its study material into quantitative forms through processes like coding, categorization, and tabulation, but it also clarifies numerical operations and causative effects. The unit of analysis could be a word, a symbol, or a sign, or it could extend to a full story, article, book, audio, video, website, picture, graphics, or any other type of material. Therefore, secondary data analysis has become quite popular in various disciplines including sociology, psychology, linguistics, literature, and history. Dennis McQuail highlighted the utility of the secondary data analysis method in

communication and dialogue, noting eight main reasons for its significance:

1. It aids in interpreting and comparing media content.
2. It helps compare media content with social realities.
3. It is useful for studying media content as a reflection of socio-cultural values and norms.
4. It effective in evaluating usefulness and impact of media processes.
5. It aids in analyzing organizational biases.
6. It is also useful in studying the perspectives of participants involved in the media.
7. It helps address questions related to the ideological aspects hidden within various formats of media content. Thus, the secondary data analysis methodology provides us with an opportunity to conduct comparative studies of communication media from different countries.

3.2.4. The Potential of Secondary Data Analysis

- **Study of Propaganda Effects:** Secondary data analysis enables the scientific study of the effects of propaganda methods on the public. Such studies can help enhance the effectiveness of propagandatools and discover new methods and technologies for propaganda.
- **Understanding Public Opinion:** With the help of secondary data analysis, understanding public opinion has become easier today. Researchers have successfully gauged public sentiment by analyzing thecontent of letters written to newspaper editors by the public.
- **Personality Studies:** This method has proved helpful in the study of personalities. Analyzing the content of speeches given by an individual or their written works like books and articles can reveal inherent thoughts, ideals, values, attitudes, emotions, and stable states of mind. This clarityenables the categorization of different personalities based on their distinctive traits.

-Studying Psychological Tendencies of Groups or Communities: Secondary data analysis also facilitates the study of the psychological inclinations of groups or communities. Analyzing content such as articles, stories, radio programs, and advertisements published in newspapers and magazines can automatically reveal the psychological tendencies of specific groups or communities. This is immensely helpful for administrators, social reformers, planners, and national leaders in addressing and organizing their respective tasks.

3.3. Codebook Construction Process

1. Continuous observation of data received from journalists was carried out.
2. Participation in activities related to journalists was undertaken.
3. A list of topics related to journalists was compiled.
4. A list of units for the topics was created according to the list.
5. The questionnaire was structured to include various units of research as variables.
6. Modifications in the codebook after the pilot study.

3.3.1. Codification

Data related to Journalist behavior, experience and effect of new media tools with citizen journalism were compiled both directly and indirectly. Initially, the trends of Journalist behavior in related to consumption were identified. After calculating the percentage of trends, the data was secured in the computer using Microsoft Excel. Subsequently, the research units prevalent in the typed and stored in the computer using Microsoft Excel. After this, the related data were entered into the code sheet.

3.4. Classification, Tabulation, and Analysis

After collecting the data, they were organized and classified according to the research

objectives. Based on their characteristics, similarities, and differences, the variables were divided into different groups. Afterwards, using Microsoft Excel, percentages of the data were calculated. After statistical analysis, all variables were tabulated with the help of a computer. Some tables are based on defined variables. Some tables are based on words indicating variables. The tables present the trends of journalism. Some tables show the practical aspects of topics present in research. All tables present data in percentages. Charts have been used in some places in the tables to clarify the data more explicitly.

3.5. Pilot Study

Before and after filling out the questionnaire by journalists according to research demonstrations, a pilot study was conducted involving five units related to the research topics. During this period, changes were made in the codebook considering the issues encountered in data coding. New units were added to the codebook. Thus, the pilot study helped in identifying and amending the difficulties that might arise before starting the actual research.

Chapter 4:

Data Analysis and Interpretation

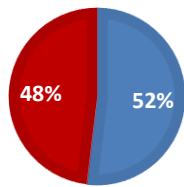
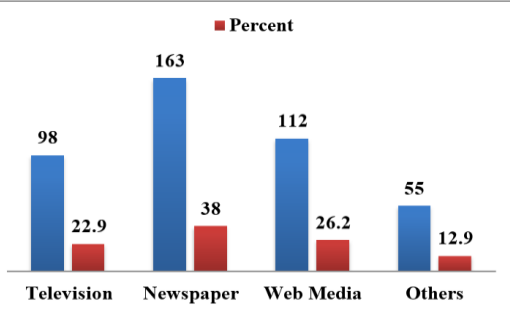
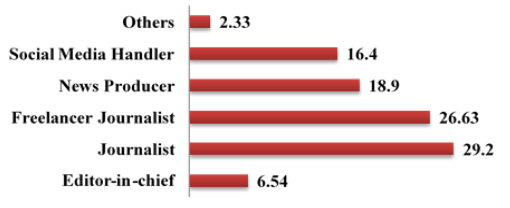
In the area of research, the data provides as the foundation upon which insights, conclusion and advancement are built. The real meaning of data lies in its interpretation – it is through this process that researcher embarks the journey towards the research findings and conclusion. Within this chapter, researcher gets on a ride through the complicate landscape of data interpretation, probing its significance, methodologies challenges and implications within the sphere of research.

In this study, researcher carried out four objectives that mainly related to the impact and cultivation of ‘Social Media’ and citizen journalism. To fulfill these objectives, researcher collected the data from the media professionals of Delhi/NCR region. Researcher utilized a various array of tools and strategies to build sense of collected data.

4.1. Data Analysis

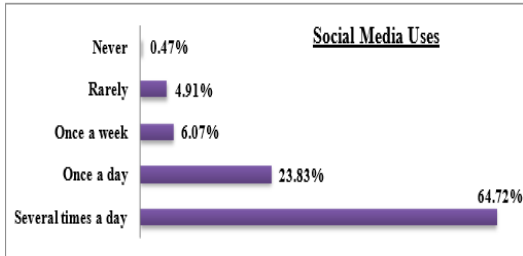
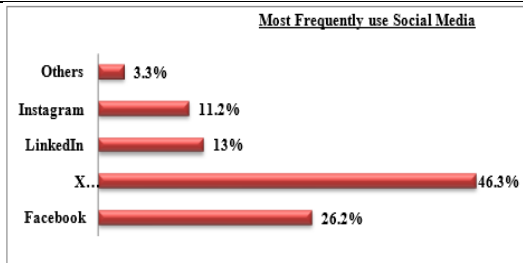
Table: 2 Data Visualisation

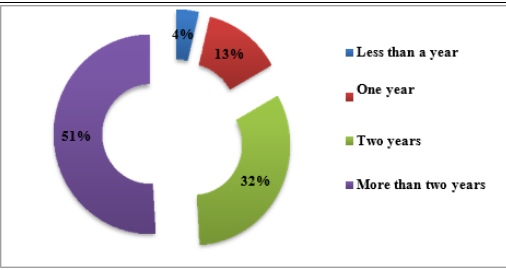
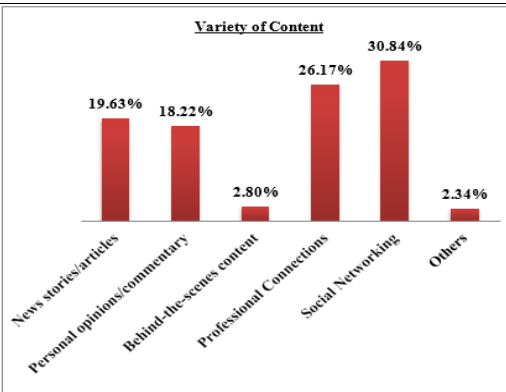
Parameter- Wise Graph No.	Visual Representation	Inference	Refer Table Reference														
Graph: 1 Age	<div><p>Age Ratio</p><table><tr><th>Age Group</th><th>Percentage</th></tr><tr><td>Above 60 years</td><td>1.90%</td></tr><tr><td>51 - 60 years</td><td>10.30%</td></tr><tr><td>41 - 50 years</td><td>18.20%</td></tr><tr><td>31 - 40 years</td><td>33.40%</td></tr><tr><td>21 - 30 years</td><td>29.50%</td></tr><tr><td>Less than 21 years</td><td>6.70%</td></tr></table></div>	Age Group	Percentage	Above 60 years	1.90%	51 - 60 years	10.30%	41 - 50 years	18.20%	31 - 40 years	33.40%	21 - 30 years	29.50%	Less than 21 years	6.70%	The majority of respondents (63%) are aged 21-40, with the 31-40 group being the largest (33.4%). Older and younger age groups contributed	Table: 3 Age
Age Group	Percentage																
Above 60 years	1.90%																
51 - 60 years	10.30%																
41 - 50 years	18.20%																
31 - 40 years	33.40%																
21 - 30 years	29.50%																
Less than 21 years	6.70%																

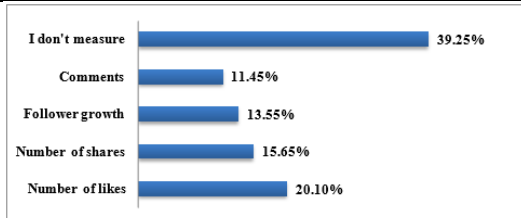
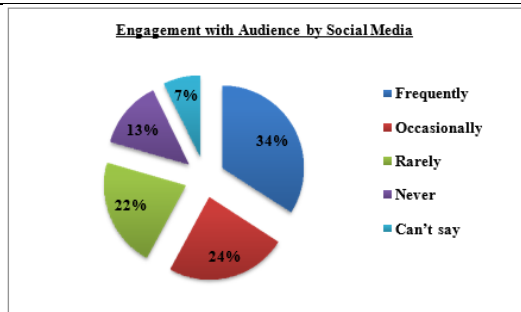
		less, ensuring diverse age representation.																
Graph: 2 Sex	<div><p>Sex ratio</p><p>■ Female ■ Male</p><table><thead><tr><th>Gender</th><th>Percentage</th></tr></thead><tbody><tr><td>Female</td><td>52%</td></tr><tr><td>Male</td><td>48%</td></tr></tbody></table></div>	Gender	Percentage	Female	52%	Male	48%	The study aimed to obtain a varied demographic profile, attaining a nearly equal gender distribution with 48% males and 52% females. This equilibrium enhances the dependability and inclusiveness of the results.	Table: 4 Sex									
Gender	Percentage																	
Female	52%																	
Male	48%																	
Graph: 3 Media Platform	<div><p>■ Percent</p><table><thead><tr><th>Media Platform</th><th>Count</th><th>Percent</th></tr></thead><tbody><tr><td>Television</td><td>98</td><td>22.9</td></tr><tr><td>Newspaper</td><td>163</td><td>38</td></tr><tr><td>Web Media</td><td>112</td><td>26.2</td></tr><tr><td>Others</td><td>55</td><td>12.9</td></tr></tbody></table></div>	Media Platform	Count	Percent	Television	98	22.9	Newspaper	163	38	Web Media	112	26.2	Others	55	12.9	The majority of respondents are employed in newspapers (38%), followed by web media (26.2%) and television (22.9%), with 12.9% engaged in other media channels.	Table: 5 Media Platform
Media Platform	Count	Percent																
Television	98	22.9																
Newspaper	163	38																
Web Media	112	26.2																
Others	55	12.9																
Graph: 4 Post	<div><p><u>Job Nature of Respondents</u></p><table><thead><tr><th>Job Nature</th><th>Percentage</th></tr></thead><tbody><tr><td>Editor-in-chief</td><td>6.54</td></tr><tr><td>Journalist</td><td>29.2</td></tr><tr><td>Freelancer Journalist</td><td>26.63</td></tr><tr><td>News Producer</td><td>18.9</td></tr><tr><td>Social Media Handler</td><td>16.4</td></tr><tr><td>Others</td><td>2.33</td></tr></tbody></table></div>	Job Nature	Percentage	Editor-in-chief	6.54	Journalist	29.2	Freelancer Journalist	26.63	News Producer	18.9	Social Media Handler	16.4	Others	2.33	The data indicates various media positions, comprising 29.2% journalists, 26.63% freelance	Table: 6 Post	
Job Nature	Percentage																	
Editor-in-chief	6.54																	
Journalist	29.2																	
Freelancer Journalist	26.63																	
News Producer	18.9																	
Social Media Handler	16.4																	
Others	2.33																	

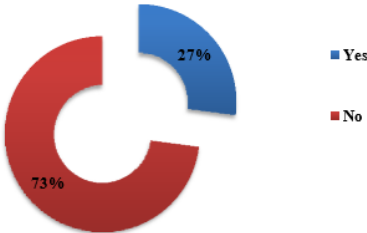
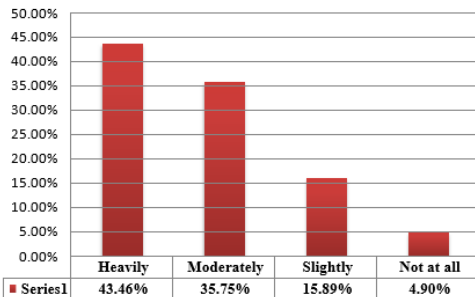
		journalists, 18.9% news producers, 16.4% social media managers, and 6.54% editors-in-chief.													
Graph: 5 Experience	<table><tr><td>0 – 5 yrs</td><td>11%</td></tr><tr><td>6 – 10 yrs</td><td>23%</td></tr><tr><td>11 – 15 yrs</td><td>39%</td></tr><tr><td>16 – 20 yrs</td><td>24%</td></tr><tr><td>Above 20 yrs</td><td>3%</td></tr></table>	0 – 5 yrs	11%	6 – 10 yrs	23%	11 – 15 yrs	39%	16 – 20 yrs	24%	Above 20 yrs	3%	The majority of respondents (85%) has 6–20 years of experience, with the predominant cohort (39.25%) having 11–15 years of experience.	Table: 7 Experience		
0 – 5 yrs	11%														
6 – 10 yrs	23%														
11 – 15 yrs	39%														
16 – 20 yrs	24%														
Above 20 yrs	3%														
Graph: 6 Activity on Social media platform	<table><tr><td>Yes</td><td>92%</td></tr><tr><td>No</td><td>8%</td></tr></table>	Yes	92%	No	8%	The survey revealed that 92.05% of media professionals actively utilise social media, demonstrating its extensive adoption within the field.	Table: 8 Activity on Social media platform								
Yes	92%														
No	8%														
Graph: 7 Daily Time spent on ‘social media’	<table><tr><th colspan="2">Time Spend on Daily Basis</th></tr><tr><td>More than 8 hrs</td><td>4.9</td></tr><tr><td>6 – 8 hrs</td><td>28.5</td></tr><tr><td>4 – 6 hrs</td><td>34.6</td></tr><tr><td>2 – 4 hrs</td><td>26.6</td></tr><tr><td>0 – 2 hrs</td><td>5.4</td></tr></table>	Time Spend on Daily Basis		More than 8 hrs	4.9	6 – 8 hrs	28.5	4 – 6 hrs	34.6	2 – 4 hrs	26.6	0 – 2 hrs	5.4	The survey found that most media users spend 4 to 6 hours (34.6%), 6 to 8 hours (28.5%), and 2 to 4 hours (26.6%) on social media. Fewer spend less than 2 hours (5.4%) or more	Table: 9 Daily Time spent on ‘social media’
Time Spend on Daily Basis															
More than 8 hrs	4.9														
6 – 8 hrs	28.5														
4 – 6 hrs	34.6														
2 – 4 hrs	26.6														
0 – 2 hrs	5.4														

		than 8 hours (4.9%). Social media use by media professionals' averages 6 hours each day.											
Graph: 8 News Reliability	<table border="1"><caption>Find News Reliable</caption><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>19.63</td></tr><tr><td>No</td><td>12.62</td></tr><tr><td>Always</td><td>36.91</td></tr><tr><td>Sometimes</td><td>30.84</td></tr></tbody></table>	Response	Percentage	Yes	19.63	No	12.62	Always	36.91	Sometimes	30.84	In conclusion, 36.91% of respondents “always” believe social media trending news, while 30.84% “sometimes” do. 12.62 percent find it unreliable. This shows different views on social media news credibility.	Table: 10 News Reliability
Response	Percentage												
Yes	19.63												
No	12.62												
Always	36.91												
Sometimes	30.84												
Graph: 9 Preference towards social media as news source	<table border="1"><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>18%</td></tr><tr><td>No</td><td>16%</td></tr><tr><td>Sometimes</td><td>66%</td></tr></tbody></table>	Response	Percentage	Yes	18%	No	16%	Sometimes	66%	The research indicates that 18.22% of respondents consistently favour social media as a news source, whilst 15.42% express no preference for it whatsoever. A majority, 66.36%, occasionally utilise social media for news, indicating a diverse dependence on these	Table: 11 Preference towards social media as news source		
Response	Percentage												
Yes	18%												
No	16%												
Sometimes	66%												

		channels for information.													
Graph: 10 Social media Usage for professional journalism	 <table><caption>Social Media Uses</caption><tr><th>Frequency</th><th>Percentage</th></tr><tr><td>Never</td><td>0.47%</td></tr><tr><td>Rarely</td><td>4.91%</td></tr><tr><td>Once a week</td><td>6.07%</td></tr><tr><td>Once a day</td><td>23.83%</td></tr><tr><td>Several times a day</td><td>64.72%</td></tr></table>	Frequency	Percentage	Never	0.47%	Rarely	4.91%	Once a week	6.07%	Once a day	23.83%	Several times a day	64.72%	Most respondents (64.72%) use social media multiple times a day for professional journalism, 23.83% once a day, 6.07% once a week, 4.91% rarely, and 0.47% never. This shows social media's news value.	Table: 12 Social media Usage for professional journalism
Frequency	Percentage														
Never	0.47%														
Rarely	4.91%														
Once a week	6.07%														
Once a day	23.83%														
Several times a day	64.72%														
Graph: 11 Most Frequently used social media platforms for professional journalism	 <table><caption>Most Frequently use Social Media</caption><tr><th>Platform</th><th>Percentage</th></tr><tr><td>Others</td><td>3.3%</td></tr><tr><td>Instagram</td><td>11.2%</td></tr><tr><td>LinkedIn</td><td>13%</td></tr><tr><td>X..</td><td>46.3%</td></tr><tr><td>Facebook</td><td>26.2%</td></tr></table>	Platform	Percentage	Others	3.3%	Instagram	11.2%	LinkedIn	13%	X..	46.3%	Facebook	26.2%	Media professionals use X (Former Twitter) (46.3%) most often for professional journalism, followed by Facebook (26.2%). Fewer choose LinkedIn (13%) and Instagram (11.2%), while 3.3% use other channels. As a professional journalistic tool, X dominates.	Table: 13 Most Frequently used social media platforms for professional journalism
Platform	Percentage														
Others	3.3%														
Instagram	11.2%														
LinkedIn	13%														
X..	46.3%														
Facebook	26.2%														

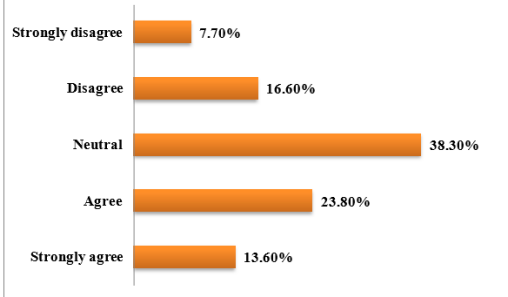
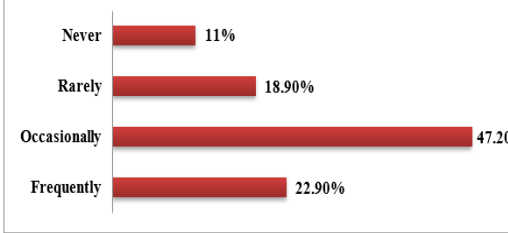
<p>Graph: 12</p> <p>Duration of usage of ‘social media’</p>	 <p>A donut chart illustrating the duration of social media usage among respondents. The chart is divided into four segments: 'Less than a year' (4%, blue), 'One year' (13%, red), 'Two years' (32%, green), and 'More than two years' (51%, purple). A legend to the right of the chart identifies these categories.</p>	<p>The majority of respondents (50.93%) have used social media for more than two years and 32.25% for two years in their professional journalism. Fewer have used it for one year (13.08%) or less than a year (3.74%), showing that most have extensive experience using social media at work.</p>	<p>Table: 14</p> <p>Duration of usage of ‘social media’</p>
<p>Graph: 13</p> <p>Variety of content posted on ‘social media’ platforms</p>	 <p>A bar chart titled 'Variety of Content' showing the percentage of respondents for each type of content posted on social media. The x-axis lists six categories: News stories/articles, Personal opinions/commentary, Behind-the-scenes content, Professional Connections, Social Networking, and Others. The y-axis represents the percentage. The bars are red, and the exact percentage is labeled above each bar.</p>	<p>The majority of respondents (30.84%) use social media for networking and professional relationships (26.17%). Additionally, 19.63% upload news stories/articles and 18.22% offer personal opinions/commentary. Only 2.8% post behind-the-scenes</p>	<p>Table: 15</p> <p>Variety of content posted on ‘social media’ platforms</p>

		material, while 2.34% utilise it for other purposes. Professional usage include networking and content exchange.													
Graph: 14 Success of their ‘social media’ activities	 <table><thead><tr><th>Metric</th><th>Percentage</th></tr></thead><tbody><tr><td>I don't measure</td><td>39.25%</td></tr><tr><td>Comments</td><td>11.45%</td></tr><tr><td>Follower growth</td><td>13.55%</td></tr><tr><td>Number of shares</td><td>15.65%</td></tr><tr><td>Number of likes</td><td>20.10%</td></tr></tbody></table>	Metric	Percentage	I don't measure	39.25%	Comments	11.45%	Follower growth	13.55%	Number of shares	15.65%	Number of likes	20.10%	Around 60% of respondents measure social media success through metrics like likes (20.1%), shares (15.65%), follower growth (13.55%), and comments (11.45%). However, 39.25% of respondents don’t measure their social media activities.	Table: 16 Success of their ‘social media’ activities
Metric	Percentage														
I don't measure	39.25%														
Comments	11.45%														
Follower growth	13.55%														
Number of shares	15.65%														
Number of likes	20.10%														
Graph: 15 Audience engagement on ‘social media’ platforms	 <table><thead><tr><th>Engagement Level</th><th>Percentage</th></tr></thead><tbody><tr><td>Frequently</td><td>34%</td></tr><tr><td>Occasionally</td><td>24%</td></tr><tr><td>Rarely</td><td>22%</td></tr><tr><td>Never</td><td>13%</td></tr><tr><td>Can't say</td><td>7%</td></tr></tbody></table>	Engagement Level	Percentage	Frequently	34%	Occasionally	24%	Rarely	22%	Never	13%	Can't say	7%	Most respondents (57.94%) engage with their audience on social media frequently or occasionally, while 21.5% engage rarely, 13.32% never, and 7.24% gave no clear response.	Table: 17 Audience engagement on ‘social media’ platforms
Engagement Level	Percentage														
Frequently	34%														
Occasionally	24%														
Rarely	22%														
Never	13%														
Can't say	7%														

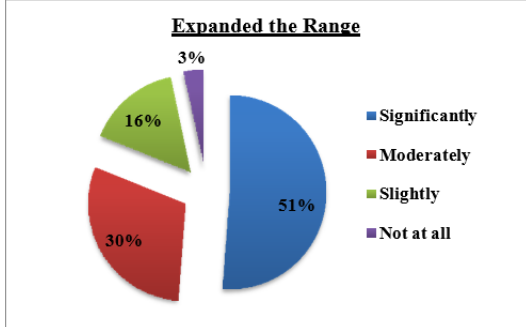
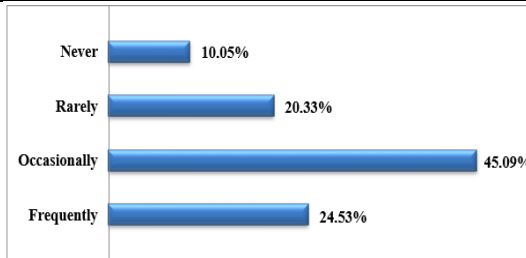
<p>Graph: 16</p> <p>Formal training specifically in using ‘social media’</p>	<p>Data about Formal Training</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>27%</td></tr><tr><td>No</td><td>73%</td></tr></table>	Response	Percentage	Yes	27%	No	73%	<p>Most journalists use social media without official training, as 27.1% of respondents got formal training in utilising it for journalism and 72.9% did not.</p>	<p>Table: 18</p> <p>Formal training specifically in using ‘social media’</p>				
Response	Percentage												
Yes	27%												
No	73%												
<p>Graph: 17</p> <p>Reliance on social media for sourcing news stories</p>	<p>Rely on Social Media</p>  <table><tr><th></th><th>Heavily</th><th>Moderately</th><th>Slightly</th><th>Not at all</th></tr><tr><td>Series1</td><td>43.46%</td><td>35.75%</td><td>15.89%</td><td>4.90%</td></tr></table>		Heavily	Moderately	Slightly	Not at all	Series1	43.46%	35.75%	15.89%	4.90%	<p>27.1% of respondents got official training in using social media for journalism, while 72.9% did not, showing that most journalists use it untrained. Around 75% of respondents source news items on social media, with 43.46% "Heavily" and 35.75% Moderately." 15.89% rely "Slightly," and 4.9% do not. formal instruction.</p>	<p>Table: 19</p> <p>Reliance on social media for sourcing news stories</p>
	Heavily	Moderately	Slightly	Not at all									
Series1	43.46%	35.75%	15.89%	4.90%									

<p>Graph: 18</p> <p>social media enhance Journalism</p>	<p><u>Journalism Enhances by Social Media</u></p> <table><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Strongly disagree</td><td>41.60%</td></tr><tr><td>Disagree</td><td>26.60%</td></tr><tr><td>Neutral</td><td>20.10%</td></tr><tr><td>Agree</td><td>8.40%</td></tr><tr><td>Strongly agree</td><td>3.30%</td></tr></tbody></table>	Response	Percentage	Strongly disagree	41.60%	Disagree	26.60%	Neutral	20.10%	Agree	8.40%	Strongly agree	3.30%	<p>Social media is unlikely to improve journalism, with 41.6% "Strongly Disagree" and 26.6% "Disagree." While 20.1% are "Neutral," just 8.4% "Agree" or 3.3% "Strongly Agree"</p>	<p>Table: 20</p> <p>social media enhance Journalism</p>
Response	Percentage														
Strongly disagree	41.60%														
Disagree	26.60%														
Neutral	20.10%														
Agree	8.40%														
Strongly agree	3.30%														
<p>Graph: 19</p> <p>Media professionals faced ethical dilemmas while using social media professionally</p>	<p><u>Faced Ethical Dilemmas</u></p> <table><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>10%</td></tr><tr><td>No</td><td>61%</td></tr><tr><td>Sometimes</td><td>29%</td></tr></tbody></table>	Response	Percentage	Yes	10%	No	61%	Sometimes	29%	<p>The research found that 60.9% of respondents had not had ethical issues using social media professionally. 28.9% said "Sometimes," while 10.2% said they had problems. General ethical problems seem to affect a minority.</p>	<p>Table: 21</p> <p>Media professionals faced ethical dilemmas while using social media professionally</p>				
Response	Percentage														
Yes	10%														
No	61%														
Sometimes	29%														
<p>Graph: 20</p> <p>The primary purpose for using social media in their professional journalism work</p>	<p><u>Primary Purpose</u></p> <table><thead><tr><th>Purpose</th><th>Percentage</th></tr></thead><tbody><tr><td>Personal branding</td><td>20.80%</td></tr><tr><td>Content Promotion</td><td>22.60%</td></tr><tr><td>Professional Networking</td><td>27.60%</td></tr><tr><td>Information</td><td>19.40%</td></tr><tr><td>Sourcing</td><td>9.60%</td></tr></tbody></table>	Purpose	Percentage	Personal branding	20.80%	Content Promotion	22.60%	Professional Networking	27.60%	Information	19.40%	Sourcing	9.60%	<p>The majority of respondents using social media for professional networking (27.6%) and content marketing (22.6%), while others</p>	<p>Table: 22</p> <p>The primary purpose for using social media in their professional</p>
Purpose	Percentage														
Personal branding	20.80%														
Content Promotion	22.60%														
Professional Networking	27.60%														
Information	19.40%														
Sourcing	9.60%														

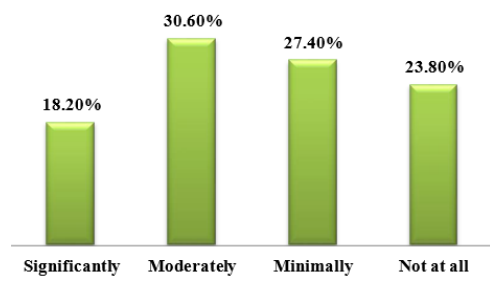
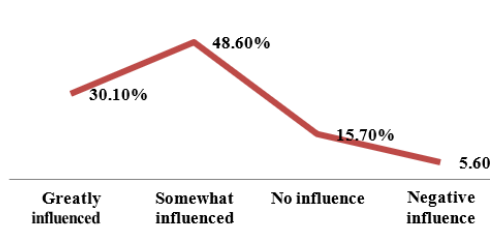
		prioritise personal branding (20.8%) and information gathering (19.4%). Merely 9.6% using it mostly for news acquisition.	journalism work										
Graph: 21 Social media impacted their reporting skills	<table><caption>Impact on Reporting</caption><thead><tr><th>Impact Level</th><th>Percentage</th></tr></thead><tbody><tr><td>No impact</td><td>37.15%</td></tr><tr><td>Somewhat improved</td><td>26.63%</td></tr><tr><td>Improved</td><td>19.16%</td></tr><tr><td>Significantly improved</td><td>17.06%</td></tr></tbody></table>	Impact Level	Percentage	No impact	37.15%	Somewhat improved	26.63%	Improved	19.16%	Significantly improved	17.06%	The survey found that 17.06% and 19.16% of respondents thought social media has significantly improved their reporting skills. 26.63% reported a modest improvement, while 37.15% reported no effect from social media.	Table: 23 Social media impacted their reporting skills
Impact Level	Percentage												
No impact	37.15%												
Somewhat improved	26.63%												
Improved	19.16%												
Significantly improved	17.06%												
Graph: 22 Media professional use social media for investigative journalism	<table><thead><tr><th>Usage Level</th><th>Percentage</th></tr></thead><tbody><tr><td>Extensively</td><td>12%</td></tr><tr><td>Moderately</td><td>40%</td></tr><tr><td>Rarely</td><td>48%</td></tr></tbody></table>	Usage Level	Percentage	Extensively	12%	Moderately	40%	Rarely	48%	The results suggest that the majority of respondents utilise social media seldom for investigative journalism, with 47.7% reporting "Rarely," 40.2% "Moderately," and just 12.1% "Extensively."	Table: 24 Media professional use social media for investigativ e journalism		
Usage Level	Percentage												
Extensively	12%												
Moderately	40%												
Rarely	48%												

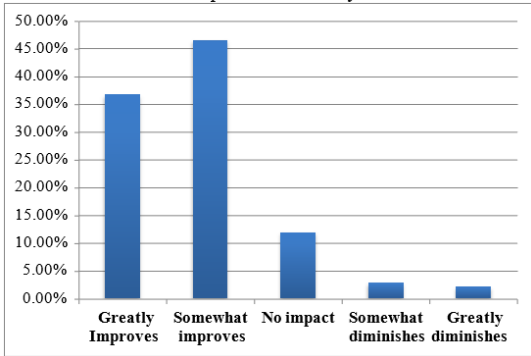
<p>Graph: 23</p> <p>Attitude about social media has made journalism more collaborative</p>	 <table><tr><th>Attitude</th><th>Percentage</th></tr><tr><td>Strongly disagree</td><td>7.70%</td></tr><tr><td>Disagree</td><td>16.60%</td></tr><tr><td>Neutral</td><td>38.30%</td></tr><tr><td>Agree</td><td>23.80%</td></tr><tr><td>Strongly agree</td><td>13.60%</td></tr></table>	Attitude	Percentage	Strongly disagree	7.70%	Disagree	16.60%	Neutral	38.30%	Agree	23.80%	Strongly agree	13.60%	<p>The research indicates mixed viewpoints on whether social media has made journalism more collaborative. 38.3% neutral, 37.4% somewhat, 23.8%, and 13.6% strongly agreed. In contrast, 16.6% and 7.7% strongly disagreed, indicating 24.3% said social media has not increased journalism collaboration. These findings demonstrate diverse opinions, with a slight preference for social media's collaborative potential.</p>	<p>Table: 25</p> <p>Attitude about social media has made journalism more collaborative</p>
Attitude	Percentage														
Strongly disagree	7.70%														
Disagree	16.60%														
Neutral	38.30%														
Agree	23.80%														
Strongly agree	13.60%														
<p>Graph: 24</p> <p>Media professionals use social media for real-time reporting</p>	 <table><tr><th>Frequency</th><th>Percentage</th></tr><tr><td>Never</td><td>11%</td></tr><tr><td>Rarely</td><td>18.90%</td></tr><tr><td>Occasionally</td><td>47.20%</td></tr><tr><td>Frequently</td><td>22.90%</td></tr></table>	Frequency	Percentage	Never	11%	Rarely	18.90%	Occasionally	47.20%	Frequently	22.90%	<p>47.2% infrequently and 22.9% usually report real-time on social media. 18.9% occasionally utilise social media for real-time reporting, and 11% never. This</p>	<p>Table: 26</p> <p>Media professionals use social media for real-time reporting</p>		
Frequency	Percentage														
Never	11%														
Rarely	18.90%														
Occasionally	47.20%														
Frequently	22.90%														

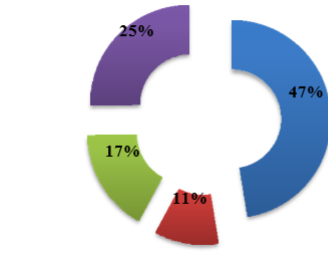
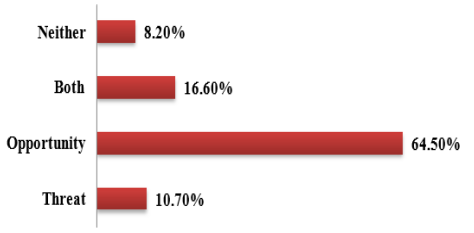
		implies that most media professionals use social media for quick news delivery.													
Graph: 25 Opinions of media professionals regarding social media enhance the credibility of journalism	<table><thead><tr><th>Opinion</th><th>Percentage</th></tr></thead><tbody><tr><td>Strongly agree</td><td>7.50%</td></tr><tr><td>Agree</td><td>15.90%</td></tr><tr><td>Neutral</td><td>44.20%</td></tr><tr><td>Disagree</td><td>17%</td></tr><tr><td>Strongly disagree</td><td>15.40%</td></tr></tbody></table>	Opinion	Percentage	Strongly agree	7.50%	Agree	15.90%	Neutral	44.20%	Disagree	17%	Strongly disagree	15.40%	Data shows different perspectives on social media's influence on journalistic credibility. While 44.2% were indifferent, 23.5% thought social media boosts credibility. But 32.4% disagreed, demonstrating that many media professionals doubt its capacity to boost journalistic credibility.	Table: 27 Opinions of media professionals regarding social media enhance the credibility of journalism
Opinion	Percentage														
Strongly agree	7.50%														
Agree	15.90%														
Neutral	44.20%														
Disagree	17%														
Strongly disagree	15.40%														
Graph: 26 They use social media for crowd-sourcing information or opinions for their journalism work	<table><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Often</td><td>40%</td></tr><tr><td>Sometimes</td><td>36%</td></tr><tr><td>Rarely</td><td>15%</td></tr><tr><td>Never</td><td>9%</td></tr></tbody></table>	Frequency	Percentage	Often	40%	Sometimes	36%	Rarely	15%	Never	9%	The study reveals that 40.2% of respondents utilise social media to crowdsource facts or views for journalism, while 36.2% do so sometimes. Only 15% seldom uses social media for this, and	Table: 28 They use social media for crowd-sourcing information or opinions for their journalism work		
Frequency	Percentage														
Often	40%														
Sometimes	36%														
Rarely	15%														
Never	9%														

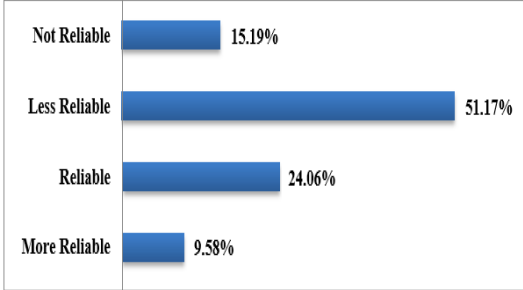
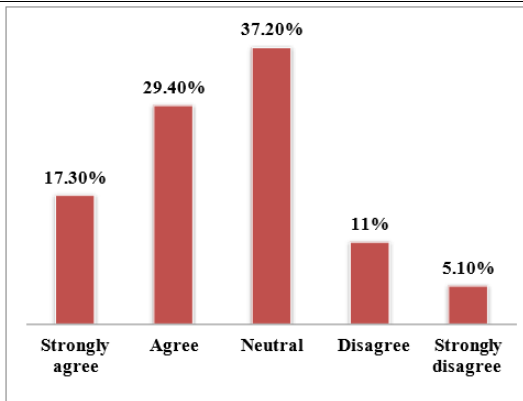
		8.6% never do. Most journalists crowdsource on social media, however frequency varies.											
Graph: 27 Social media expanded the range of available sources	<p>Expanded the Range</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Significantly</td><td>51%</td></tr><tr><td>Moderately</td><td>30%</td></tr><tr><td>Slightly</td><td>16%</td></tr><tr><td>Not at all</td><td>3%</td></tr></tbody></table>	Category	Percentage	Significantly	51%	Moderately	30%	Slightly	16%	Not at all	3%	51.2% of respondents say social media has greatly broadened their news sources, while 29.9% say it has moderately. About 70% of respondents think social media improves news availability. Only 3.3% say it hasn't extended their news sources, while 15.6% think it has slightly expanded them.	Table: 29 Social media expanded the range of available sources
Category	Percentage												
Significantly	51%												
Moderately	30%												
Slightly	16%												
Not at all	3%												
Graph: 28 Media professionals incorporate citizen journalism into reporting	 <table><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Never</td><td>10.05%</td></tr><tr><td>Rarely</td><td>20.33%</td></tr><tr><td>Occasionally</td><td>45.09%</td></tr><tr><td>Frequently</td><td>24.53%</td></tr></tbody></table>	Frequency	Percentage	Never	10.05%	Rarely	20.33%	Occasionally	45.09%	Frequently	24.53%	24.53% of respondents use citizen journalism regularly, while 45.09% do so occasionally. A smaller 10.05% never utilise citizen	Table: 30 Media professional s incorporate citizen journalism into reporting
Frequency	Percentage												
Never	10.05%												
Rarely	20.33%												
Occasionally	45.09%												
Frequently	24.53%												

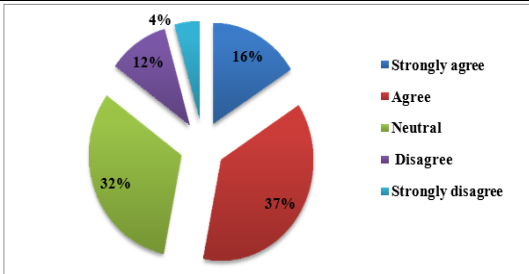
		journalism, while 20.33% seldom do. This shows that most media people use citizen journalism sometimes.											
Graph: 29 Media professionals define "citizen journalism" as	<p>Define Citizen Journalim</p> <table><thead><tr><th>Definition</th><th>Percentage</th></tr></thead><tbody><tr><td>Others</td><td>6.07%</td></tr><tr><td>A combination of both</td><td>50.93%</td></tr><tr><td>Active participation of citizens in reporting news events</td><td>21.72%</td></tr><tr><td>User-generated content by non-professional individuals</td><td>21.26%</td></tr></tbody></table>	Definition	Percentage	Others	6.07%	A combination of both	50.93%	Active participation of citizens in reporting news events	21.72%	User-generated content by non-professional individuals	21.26%	The data demonstrates multiple citizen journalism definitions. 21.26% labelled it “User-generated content by non-professional individuals,” 21.72% named it “Active citizen participation in reporting news events.” While 6.07% disagreed, 50.93% accepted both meanings, demonstrating a wider understanding.	Table: 31 Media professionals define "citizen journalism" as
Definition	Percentage												
Others	6.07%												
A combination of both	50.93%												
Active participation of citizens in reporting news events	21.72%												
User-generated content by non-professional individuals	21.26%												

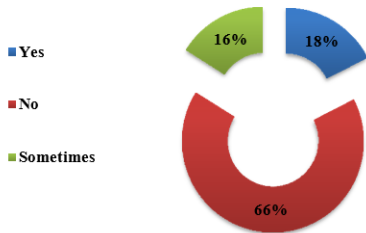
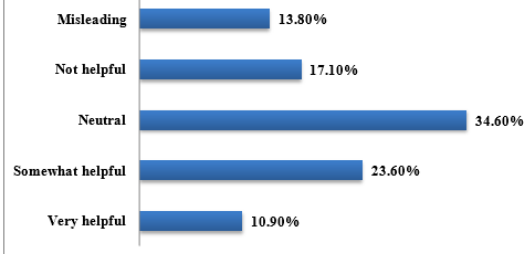
<p>Graph: 30</p> <p>Media professionals believe citizen journalism contributes to the overall information landscape</p>	<p>Contribution of Citizen Journalism</p>  <table><tr><th>Contribution</th><th>Percentage</th></tr><tr><td>Significantly</td><td>18.20%</td></tr><tr><td>Moderately</td><td>30.60%</td></tr><tr><td>Minimally</td><td>27.40%</td></tr><tr><td>Not at all</td><td>23.80%</td></tr></table>	Contribution	Percentage	Significantly	18.20%	Moderately	30.60%	Minimally	27.40%	Not at all	23.80%	<p>The research illustrates varied views on citizen journalism's information impact. Nearly half of respondents think it adds “Significantly” or “Moderately”. While 27.4% say its influence is “Minimal” and 23.8% consider it “Not contribute at all”. This shows varied opinions on its effects.</p>	<p>Table: 32</p> <p>Media professionals believe citizen journalism contributes to the overall information landscape</p>
Contribution	Percentage												
Significantly	18.20%												
Moderately	30.60%												
Minimally	27.40%												
Not at all	23.80%												
<p>Graph: 31</p> <p>Citizen Journalism influenced the content of mainstream media</p>	<p>CJ Influenced the Content</p>  <table><tr><th>Influence</th><th>Percentage</th></tr><tr><td>Greatly influenced</td><td>30.10%</td></tr><tr><td>Somewhat influenced</td><td>48.60%</td></tr><tr><td>No influence</td><td>15.70%</td></tr><tr><td>Negative influence</td><td>5.60%</td></tr></table>	Influence	Percentage	Greatly influenced	30.10%	Somewhat influenced	48.60%	No influence	15.70%	Negative influence	5.60%	<p>In the research, 30.1% said citizen journalism has “Greatly influenced” mainstream media and 48.6% said it has “Somewhat influenced”. 15.7% say it had “No influence” and 5.6% “Negative influence”. Most responders recognise a</p>	<p>Table: 33</p> <p>Citizen Journalism influenced the content of mainstream media</p>
Influence	Percentage												
Greatly influenced	30.10%												
Somewhat influenced	48.60%												
No influence	15.70%												
Negative influence	5.60%												

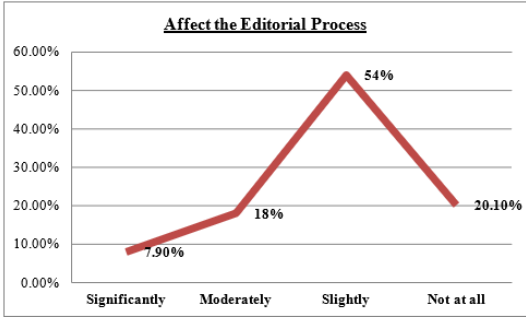
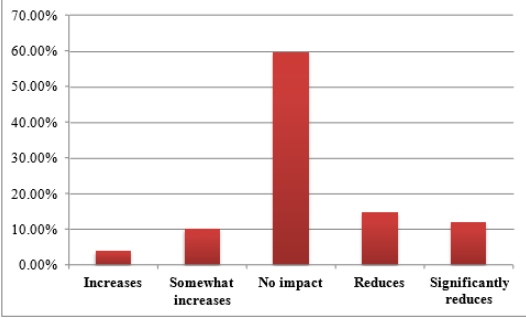
		considerable effect, although attitudes vary.													
Graph: 32 Citizen Journalism impact the credibility of news stories	 <table><thead><tr><th>Impact Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Greatly Improves</td><td>36.7%</td></tr><tr><td>Somewhat improves</td><td>46.5%</td></tr><tr><td>No impact</td><td>11.9%</td></tr><tr><td>Somewhat diminishes</td><td>2.8%</td></tr><tr><td>Greatly diminishes</td><td>2.1%</td></tr></tbody></table>	Impact Category	Percentage	Greatly Improves	36.7%	Somewhat improves	46.5%	No impact	11.9%	Somewhat diminishes	2.8%	Greatly diminishes	2.1%	According to studies, most respondents believe citizen journalism improves news trustworthiness. 36.7% think it “Greatly improves” credibility, 46.5% say “Somewhat improves”, and 83.2% see a positive impact. However, just 2.8% think it “Somewhat diminishes” credibility and 2.1% think it “Greatly diminishes”. Additionally, 11.9% believe it has no impact. Citizen journalism's credibility-building role is supported by 78.3% net impact.	Table: 34 Citizen Journalism impact the credibility of news stories
Impact Category	Percentage														
Greatly Improves	36.7%														
Somewhat improves	46.5%														
No impact	11.9%														
Somewhat diminishes	2.8%														
Greatly diminishes	2.1%														

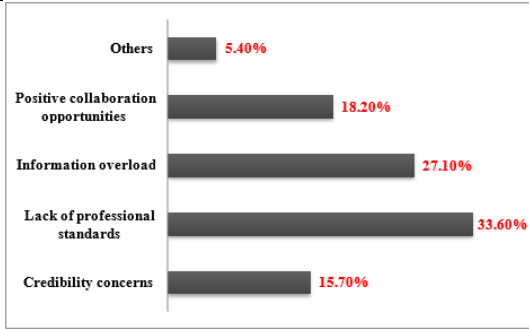
<p>Graph: 33</p> <p>Media professionals established the opinions regarding ‘citizen journalism’ impacted traditional journalism practices</p>	<div><div>■ Positively ■ Negatively ■ No significant impact ■ Unsure</div><table><thead><tr><th>Impact</th><th>Percentage</th></tr></thead><tbody><tr><td>Positively</td><td>47%</td></tr><tr><td>Negatively</td><td>11%</td></tr><tr><td>No significant impact</td><td>17%</td></tr><tr><td>Unsure</td><td>25%</td></tr></tbody></table></div>	Impact	Percentage	Positively	47%	Negatively	11%	No significant impact	17%	Unsure	25%	<p>The research suggests that 47.43% of respondents think citizen journalism has improved conventional journalism, while 10.51% think it has hurt it. 25.24% are doubtful and 16.82% think it had no effect. A significant number of respondents believe citizen journalism improves traditional journalism.</p>	<p>Table: 35</p> <p>Media professionals established the opinions regarding ‘citizen journalism’ impacted traditional journalism practices</p>
Impact	Percentage												
Positively	47%												
Negatively	11%												
No significant impact	17%												
Unsure	25%												
<p>Graph: 34</p> <p>According to research’s population, ‘citizen journalism’ whether a threat or an opportunity to traditional journalism</p>	<div><table><thead><tr><th>View</th><th>Percentage</th></tr></thead><tbody><tr><td>Neither</td><td>8.20%</td></tr><tr><td>Both</td><td>16.60%</td></tr><tr><td>Opportunity</td><td>64.50%</td></tr><tr><td>Threat</td><td>10.70%</td></tr></tbody></table></div>	View	Percentage	Neither	8.20%	Both	16.60%	Opportunity	64.50%	Threat	10.70%	<p>The majority (64.5%) see citizen journalism as an opportunity for conventional media, while 10.7% see it as a threat. 16.6% see it as a danger and an opportunity, while 8.2% see neither. This shows a good view on citizen journalism.</p>	<p>Table: 36</p> <p>According to research’s population, ‘citizen journalism’ whether a threat or an opportunity to traditional journalism</p>
View	Percentage												
Neither	8.20%												
Both	16.60%												
Opportunity	64.50%												
Threat	10.70%												

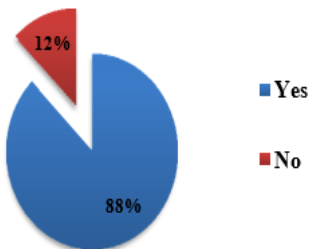
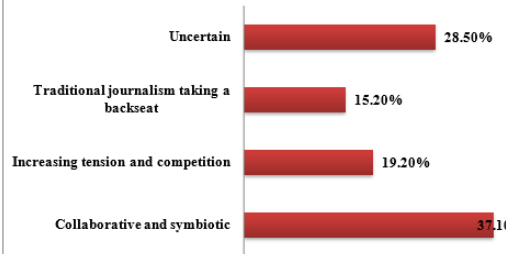
<p>Graph: 35</p> <p>Media professionals opinion on the reliability of news from citizen journalists compared to traditional journalists</p>	 <table><tr><th>Reliability Category</th><th>Percentage</th></tr><tr><td>Not Reliable</td><td>15.19%</td></tr><tr><td>Less Reliable</td><td>51.17%</td></tr><tr><td>Reliable</td><td>24.06%</td></tr><tr><td>More Reliable</td><td>9.58%</td></tr></table>	Reliability Category	Percentage	Not Reliable	15.19%	Less Reliable	51.17%	Reliable	24.06%	More Reliable	9.58%	<p>Citizen journalism is less dependable than traditional journalism for most respondents (51.35%), while 15.19% do not trust it. However, 23.88% find it dependable and 9.58% think it is more reliable. Most people think citizen journalism is less reliable than established media.</p>	<p>Table: 37</p> <p>Media professional s opinion on the reliability of news from citizen journalists compared to traditional journalists</p>		
Reliability Category	Percentage														
Not Reliable	15.19%														
Less Reliable	51.17%														
Reliable	24.06%														
More Reliable	9.58%														
<p>Graph: 36</p> <p>Citizen Journalism led to more diverse viewpoints in the news</p>	 <table><tr><th>Response Category</th><th>Percentage</th></tr><tr><td>Strongly agree</td><td>17.30%</td></tr><tr><td>Agree</td><td>29.40%</td></tr><tr><td>Neutral</td><td>37.20%</td></tr><tr><td>Disagree</td><td>11%</td></tr><tr><td>Strongly disagree</td><td>5.10%</td></tr></table>	Response Category	Percentage	Strongly agree	17.30%	Agree	29.40%	Neutral	37.20%	Disagree	11%	Strongly disagree	5.10%	<p>With 17.3% "Strongly Agree" and 29.4% "Agree," roughly 47% of respondents say citizen journalism has increased news diversity. However, 37.2% are Neutral, suggesting uncertainty. However, 16% Disagree or Strongly Disagree, showing citizen journalism does not increase news variety.</p>	<p>Table: 38</p> <p>Citizen Journalism led to more diverse viewpoints in the news</p>
Response Category	Percentage														
Strongly agree	17.30%														
Agree	29.40%														
Neutral	37.20%														
Disagree	11%														
Strongly disagree	5.10%														

		The majority sees its benefits, but a substantial neutral fraction is divided.													
Graph: 37 Citizen journalism has increased public engagement with news	 <table><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Strongly agree</td><td>16%</td></tr><tr><td>Agree</td><td>37%</td></tr><tr><td>Neutral</td><td>32%</td></tr><tr><td>Disagree</td><td>12%</td></tr><tr><td>Strongly disagree</td><td>4%</td></tr></tbody></table>	Response	Percentage	Strongly agree	16%	Agree	37%	Neutral	32%	Disagree	12%	Strongly disagree	4%	Citizen journalism has increased news engagement, with 15.9% "Strongly Agree" and 37.2% "Agree." 53% concur. However, 15% disagree or strongly disagree, demonstrating little benefit. About 32% of replies are neutral, showing divided opinions. Some respondents are unsure or disagree, but most feel citizen journalism enhances public engagement.	Table: 39 Citizen journalism has increased public engagement with news
Response	Percentage														
Strongly agree	16%														
Agree	37%														
Neutral	32%														
Disagree	12%														
Strongly disagree	4%														

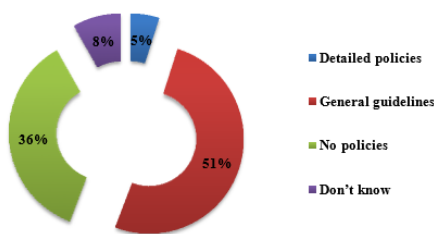
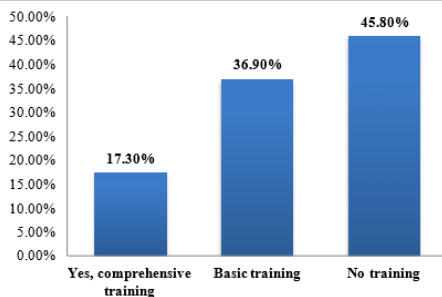
<p>Graph: 38</p> <p>According to media professional's experience, citizen journalism affects the news cycle</p>	<p><u>CJ Affects News Cycle</u></p>  <table><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>18%</td></tr><tr><td>No</td><td>66%</td></tr><tr><td>Sometimes</td><td>16%</td></tr></tbody></table>	Response	Percentage	Yes	18%	No	66%	Sometimes	16%	<p>A majority (66.4%) of respondents feel citizen journalism has not changed the news cycle, while 17.5% do. Additionally, 16.1% believe it occasionally impacts the news cycle. These conflicting opinions imply that while some acknowledge citizen journalism's importance, most do not believe it shapes media organisations' news cycles.</p>	<p>Table: 40</p> <p>According to media professional's experience, citizen journalism affects the news cycle</p>				
Response	Percentage														
Yes	18%														
No	66%														
Sometimes	16%														
<p>Graph: 39</p> <p>Media professionals perceived the role of 'citizen journalism' in fact-checking and verifying news</p>	<p><u>Role of Citizen Journalism</u></p>  <table><thead><tr><th>Role</th><th>Percentage</th></tr></thead><tbody><tr><td>Misleading</td><td>13.80%</td></tr><tr><td>Not helpful</td><td>17.10%</td></tr><tr><td>Neutral</td><td>34.60%</td></tr><tr><td>Somewhat helpful</td><td>23.60%</td></tr><tr><td>Very helpful</td><td>10.90%</td></tr></tbody></table>	Role	Percentage	Misleading	13.80%	Not helpful	17.10%	Neutral	34.60%	Somewhat helpful	23.60%	Very helpful	10.90%	<p>The majority of respondents have a neutral or positive view of citizen journalism in fact-checking, with 10.9% finding it "very helpful" and 23.6% considering it "somewhat helpful." However, 17.1% see it as "not helpful," and</p>	<p>Table: 41</p> <p>Media professionals perceived the role of 'citizen journalism' in fact-checking and verifying news</p>
Role	Percentage														
Misleading	13.80%														
Not helpful	17.10%														
Neutral	34.60%														
Somewhat helpful	23.60%														
Very helpful	10.90%														

		13.8% perceive it as "misleading."													
Graph: 40 Citizen Journalism affects the editorial process in mainstream media	 <table><caption>Affect the Editorial Process</caption><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Significantly</td><td>7.90%</td></tr><tr><td>Moderately</td><td>18%</td></tr><tr><td>Slightly</td><td>54%</td></tr><tr><td>Not at all</td><td>20.10%</td></tr></tbody></table>	Category	Percentage	Significantly	7.90%	Moderately	18%	Slightly	54%	Not at all	20.10%	The majority of participants possess a neutral or favourable perspective on citizen journalism in the context of fact-checking, with 10.9% deeming it "very helpful" and 23.6% regarding it as "somewhat helpful." Nonetheless, 17.1% regard it as "not beneficial," while 13.8% consider it "deceptive."	Table: 42 Citizen Journalism affects the editorial process in mainstream media		
Category	Percentage														
Significantly	7.90%														
Moderately	18%														
Slightly	54%														
Not at all	20.10%														
Graph: 41 Citizen Journalism affects the ethical considerations of mainstream media and journalism practices	 <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Increases</td><td>4%</td></tr><tr><td>Somewhat increases</td><td>10%</td></tr><tr><td>No impact</td><td>59.4%</td></tr><tr><td>Reduces</td><td>15%</td></tr><tr><td>Significantly reduces</td><td>11%</td></tr></tbody></table>	Category	Percentage	Increases	4%	Somewhat increases	10%	No impact	59.4%	Reduces	15%	Significantly reduces	11%	A majority of respondents (59.4%) say that citizen journalism does not influence the ethical standards of mainstream media. Nonetheless, 14.7% perceive it as diminishing ethical	Table: 43 Citizen Journalism affects the ethical considerations of mainstream media and journalism practices
Category	Percentage														
Increases	4%														
Somewhat increases	10%														
No impact	59.4%														
Reduces	15%														
Significantly reduces	11%														

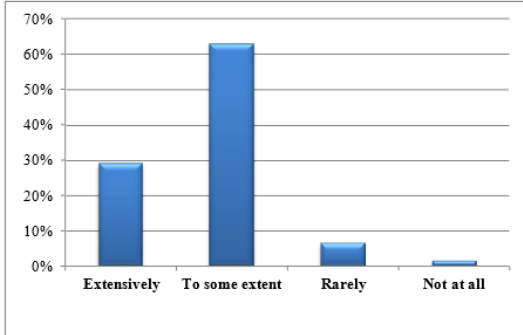
		considerations, and 11.9% assert it much diminishes them. Conversely, a minority (3.9%) believes it enhances ethical issues, while 10.1% assert it considerably enhances them.													
Graph: 42 Media professional perceived challenges in the relationship between ‘traditional journalism’ and ‘citizen journalism’	 <table><thead><tr><th>Challenge</th><th>Percentage</th></tr></thead><tbody><tr><td>Others</td><td>5.40%</td></tr><tr><td>Positive collaboration opportunities</td><td>18.20%</td></tr><tr><td>Information overload</td><td>27.10%</td></tr><tr><td>Lack of professional standards</td><td>33.60%</td></tr><tr><td>Credibility concerns</td><td>15.70%</td></tr></tbody></table>	Challenge	Percentage	Others	5.40%	Positive collaboration opportunities	18.20%	Information overload	27.10%	Lack of professional standards	33.60%	Credibility concerns	15.70%	Lack of professional standards (33.6%) and information overload (27.1%) are the biggest challenges for traditional and citizen journalism. 15.7% of respondents noted credibility issues, while 18.2% noted partnership potential. Small fraction (5.4%) highlighted additional issues. Professional standards and information overload are biggest issues.	Table: 44 Media professional perceived challenges in the relationship between ‘traditional journalism’ and ‘citizen journalism’
Challenge	Percentage														
Others	5.40%														
Positive collaboration opportunities	18.20%														
Information overload	27.10%														
Lack of professional standards	33.60%														
Credibility concerns	15.70%														

<p>Graph: 43</p> <p>Media professionals collaborated with citizen journalists or used citizen-generated content in their reporting</p>	<p><u>Collaboration with CJ</u></p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>88%</td></tr><tr><td>No</td><td>12%</td></tr></table>	Response	Percentage	Yes	88%	No	12%	<p>Citizen journalism is strong in the media landscape, as 87.6% of respondents had cooperated with or used citizen-generated material. Only 12.4% have not collaborated, demonstrating that most media professionals use citizen journalism.</p>	<p>Table: 45</p> <p>Media professionals collaborated with citizen journalists or used citizen-generated content in their reporting</p>				
Response	Percentage												
Yes	88%												
No	12%												
<p>Graph: 44</p> <p>Media professionals envision the future of journalism with the coexistence of ‘traditional journalism’ and ‘citizen journalism’</p>	<p><u>Future of Journalism with CJ</u></p>  <table><tr><th>Future Scenario</th><th>Percentage</th></tr><tr><td>Uncertain</td><td>28.50%</td></tr><tr><td>Traditional journalism taking a backseat</td><td>15.20%</td></tr><tr><td>Increasing tension and competition</td><td>19.20%</td></tr><tr><td>Collaborative and symbiotic</td><td>37.10%</td></tr></table>	Future Scenario	Percentage	Uncertain	28.50%	Traditional journalism taking a backseat	15.20%	Increasing tension and competition	19.20%	Collaborative and symbiotic	37.10%	<p>The research shows that 37.1% of respondents expect traditional and citizen journalism to work together, implying cohabitation. 19.2% forecast increased conflict and competitiveness, while 15.2% expect conventional journalism to decline. Many 28.5% are uncertain about the</p>	<p>Table: 46</p> <p>Media professionals envision the future of journalism with the coexistence of ‘traditional journalism’ and ‘citizen journalism’</p>
Future Scenario	Percentage												
Uncertain	28.50%												
Traditional journalism taking a backseat	15.20%												
Increasing tension and competition	19.20%												
Collaborative and symbiotic	37.10%												

		future. Coexistence of both types of journalism is viewed differently by different people, reflecting their changing relationship.											
Graph: 45 Media organisation's management discuss the importance of social media in journalism	<p style="text-align: center;"><u>Social Media in Journalism</u></p> <table><tr><th>Frequency</th><th>Percentage</th></tr><tr><td>Regularly</td><td>45.40%</td></tr><tr><td>Occasionally</td><td>35.50%</td></tr><tr><td>Rarely</td><td>14.90%</td></tr><tr><td>Never</td><td>4.20%</td></tr></table>	Frequency	Percentage	Regularly	45.40%	Occasionally	35.50%	Rarely	14.90%	Never	4.20%	Social media is important in journalism, as 89.9% of respondents said their organization's management discusses it often (45.4%) or rarely (35.5%). 14.9% say it is seldom mentioned, and 4.2% say it is never discussed, demonstrating that some organisations still do not prioritise social media in their journalistic plans.	Table: 47 Media organisation 's managemen t discuss the importance of social media in journalism
Frequency	Percentage												
Regularly	45.40%												
Occasionally	35.50%												
Rarely	14.90%												
Never	4.20%												

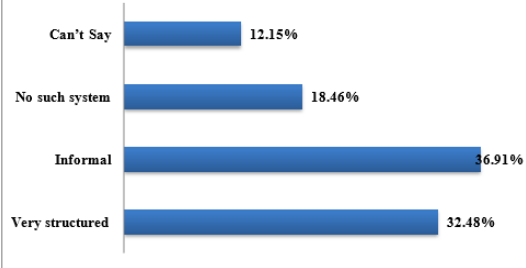
<p>Graph: 46</p> <p>Media organisations have specific policies regarding the use of ‘social media’ for journalistic purposes</p>	<p>Policies Regarding the Use of SM</p>  <table><tr><th>Policy Type</th><th>Percentage</th></tr><tr><td>Detailed policies</td><td>5%</td></tr><tr><td>General guidelines</td><td>51%</td></tr><tr><td>No policies</td><td>36%</td></tr><tr><td>Don't know</td><td>8%</td></tr></table>	Policy Type	Percentage	Detailed policies	5%	General guidelines	51%	No policies	36%	Don't know	8%	<p>The study shows that 4.9% of journalistic organisations have defined social media rules, while 36% have none. The majority (50.9%) follow generic rules, indicating a lack of restrictions. 8.2% of respondents are unaware about their organization's position, indicating a lack of knowledge of journalism's social media rules.</p>	<p>Table: 48</p> <p>Media organisation s have specific policies regarding the use of ‘social media’ for journalistic purposes</p>
Policy Type	Percentage												
Detailed policies	5%												
General guidelines	51%												
No policies	36%												
Don't know	8%												
<p>Graph: 47</p> <p>Training programs provided by your management for effective use of ‘social media’ in journalism</p>	 <table><tr><th>Training Type</th><th>Percentage</th></tr><tr><td>Yes, comprehensive training</td><td>17.30%</td></tr><tr><td>Basic training</td><td>36.90%</td></tr><tr><td>No training</td><td>45.80%</td></tr></table>	Training Type	Percentage	Yes, comprehensive training	17.30%	Basic training	36.90%	No training	45.80%	<p>The research shows that 45.8% of respondents had no social media journalism training. Only 17.3% obtained thorough instruction, while 36.9% received basic. This implies that while some responders have some training, over half lack</p>	<p>Table: 49</p> <p>Training programs provided by your managemen t for effective use of ‘social media’ in journalism</p>		
Training Type	Percentage												
Yes, comprehensive training	17.30%												
Basic training	36.90%												
No training	45.80%												

		formal managerial supervision.											
Graph: 48 There is a designated team or individuals in their organisations responsible for social media	<p><u>Responsibility for Social Media</u></p> <table border="1"><caption>Responsibility for Social Media</caption><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>61%</td></tr><tr><td>Can't Say</td><td>32%</td></tr><tr><td>No</td><td>7%</td></tr></tbody></table>	Response	Percentage	Yes	61%	Can't Say	32%	No	7%	The research shows that 61.4% of respondents have a social media team or person in their organisation, while 6.8% do not. However, 31.8% doubted its existence. This implies that while most organisations have a systematic strategy to social media management, many respondents lack clarity at work.	Table: 50 There is a designated team or individuals in their organisations responsible for social media		
Response	Percentage												
Yes	61%												
Can't Say	32%												
No	7%												
Graph: 49 According to media professionals, management reactions regarding innovative uses of social	<table border="1"><caption>Management Reactions</caption><thead><tr><th>Reaction</th><th>Percentage</th></tr></thead><tbody><tr><td>Somewhat encouraging</td><td>52.60%</td></tr><tr><td>Very encouraging</td><td>27.10%</td></tr><tr><td>Indifferent</td><td>18.40%</td></tr><tr><td>Discouraging</td><td>1.90%</td></tr></tbody></table>	Reaction	Percentage	Somewhat encouraging	52.60%	Very encouraging	27.10%	Indifferent	18.40%	Discouraging	1.90%	Most management teams are supportive of journalists' innovative use of social media, with 79.7% indicating very encouraging (27.1%) or moderately	Table: 51 According to media professionals, management reactions regarding innovative
Reaction	Percentage												
Somewhat encouraging	52.60%												
Very encouraging	27.10%												
Indifferent	18.40%												
Discouraging	1.90%												

media by journalists		encouraging (52.6%) attitudes. On the other hand, 18.4% found management indifferent and 1.9% discouraged. Most management supports journalistic social media innovation, with a tiny percentage against.	uses of social media by journalists										
Graph: 50 Media organisation's management actively monitor social media engagement and its impact	 <table><caption>Data for Graph: 50</caption><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Extensively</td><td>29%</td></tr><tr><td>To some extent</td><td>62.9%</td></tr><tr><td>Rarely</td><td>6.5%</td></tr><tr><td>Not at all</td><td>1.6%</td></tr></tbody></table>	Category	Percentage	Extensively	29%	To some extent	62.9%	Rarely	6.5%	Not at all	1.6%	The study shows that 29% of organisations intensively monitor social media participation and its impact, while 62.9% do so to some level. However, 6.5% of organisations seldom monitor social media participation, and 1.6% do not. This implies that while most organisations value social media participation, a significant minority	Table: 52 Media organisation's management actively monitor social media engagement and its impact
Category	Percentage												
Extensively	29%												
To some extent	62.9%												
Rarely	6.5%												
Not at all	1.6%												

		are less aggressive in measuring its impact.											
Graph: 51 Frequency of feedbacks provided by management on their social media activities	<p style="text-align: center;"><u>Frequency of Feedbacks</u></p> <table border="1"><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Extensively</td><td>13%</td></tr><tr><td>To some extent</td><td>29%</td></tr><tr><td>Rarely</td><td>38%</td></tr><tr><td>Not at all</td><td>20%</td></tr></tbody></table>	Frequency	Percentage	Extensively	13%	To some extent	29%	Rarely	38%	Not at all	20%	Data shows managerial feedback on social media engagement is low. About 13.8% of responders receive significant feedback, while 28.74% receive some. Most (38.32%) receive input occasionally, and 19.86% never. Some organisations give formal feedback on social media activities, while a large majority of respondents receive no input from management.	Table: 53 Frequency of feedbacks provided by management on their social media activities
Frequency	Percentage												
Extensively	13%												
To some extent	29%												
Rarely	38%												
Not at all	20%												
Graph: 52 Management provides access to exclusive or paid social media platforms/tool	<p style="text-align: center;">■ Yes ■ No ■ Can't Say</p> <table border="1"><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>46%</td></tr><tr><td>No</td><td>32%</td></tr><tr><td>Can't Say</td><td>22%</td></tr></tbody></table>	Response	Percentage	Yes	46%	No	32%	Can't Say	22%	The research shows that 46.3% of respondents have management-provided exclusive or paid social media tools, whereas 32% do	Table: 54 Management provides access to exclusive or paid social media platforms/to		
Response	Percentage												
Yes	46%												
No	32%												
Can't Say	22%												

s for better engagement		not. Also, 21.7% were doubtful. This implies that while many organisations invest in premium social media technologies for increased participation, many either do not allow access or have unclear restrictions.	ols for better engagement										
Graph: 53 Their organisation's management encourages attending workshops or webinars on social media	<table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Strongly encouraged</td><td>20.80%</td></tr><tr><td>Encouraged</td><td>40.70%</td></tr><tr><td>Indifferently</td><td>32.20%</td></tr><tr><td>Discouraged</td><td>6.30%</td></tr></tbody></table>	Category	Percentage	Strongly encouraged	20.80%	Encouraged	40.70%	Indifferently	32.20%	Discouraged	6.30%	Management strongly urged 20.8% of respondents to attend social media workshops or webinars, while 40.7% were encouraged, making up 61.5% of those who received assistance. Management seemed indifferent to 32.2% of respondents, while 6.3% were discouraged. This implies that most	Table: 55 Their organisation 's managemen t encourages attending workshops or webinars on social media
Category	Percentage												
Strongly encouraged	20.80%												
Encouraged	40.70%												
Indifferently	32.20%												
Discouraged	6.30%												

		organisations promote involvement, while a significant number stay neutral and few openly prohibit it.											
Graph: 54 There is a system for regular updates and feedback on the latest social media trends from the management	<p><u>System for Updates and Feedback</u></p>  <table><thead><tr><th>System Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Can't Say</td><td>12.15%</td></tr><tr><td>No such system</td><td>18.46%</td></tr><tr><td>Informal</td><td>36.91%</td></tr><tr><td>Very structured</td><td>32.48%</td></tr></tbody></table>	System Type	Percentage	Can't Say	12.15%	No such system	18.46%	Informal	36.91%	Very structured	32.48%	For obtaining regular updates and comments on social media trends from management, 36.91% reported an informal system and 32.48% a very organised approach. 69.39% reported a system, formal or informal. 18.46% said no system existed, while 12.15% were undecided. This implies that most organisations give social media trend updates and feedback, although their systems differ in structure and consistency.	Table: 56 There is a system for regular updates and feedback on the latest social media trends from the management
System Type	Percentage												
Can't Say	12.15%												
No such system	18.46%												
Informal	36.91%												
Very structured	32.48%												

After Achieving the data visualizations of the study as reported in table above, we report the following results:

1. Citizen Journalism is Largely Viewed as an Opportunity, but Credibility Concerns Remain
 - **64.5% of journalists** perceive citizen journalism as an opportunity rather than a threat to traditional journalism.
 - However, **51.35% believe citizen journalism is less reliable**, and **15.19% consider it not reliable**, highlighting **trust and credibility concerns** in integrating citizen-generated content.
2. Social Media Enhances Public Engagement and News Diversity
 - **53.1% of respondents agree** that social media and citizen journalism have increased **public engagement** with news.
 - Additionally, **46.7% believe** citizen journalism contributes to a **more diverse range of viewpoints**, showing its role in reshaping modern journalism.
3. Journalists Face Professional Challenges in the Digital Era
 - **33.6% of journalists** cite a **lack of professional standards**, and **27.1% highlight information overload** as key challenges in digital journalism.
 - Concerns over **ethical considerations** are evident, with **26.6% believing** citizen journalism reduces ethical standards in mainstream journalism.
4. News Organizations Lack Structured Social Media Policies & Training
 - While **61.4% of organizations have a dedicated social media team**, **45.8% of journalists receive no formal training** in using social media effectively.

- Furthermore, **only 4.9% of organizations have detailed social media policies**, indicating an urgent need for structured training and guidelines.

5. The Future of Journalism is Shifting Towards Collaboration

- **37.1% of journalists** believe in a **collaborative and symbiotic** relationship between traditional and citizen journalism.
- Despite some concerns about competition, **79.7% of media managements encourage innovative social media use**, showing a positive outlook for **digital transformation in journalism**.

These findings emphasize the **growing integration of citizen journalism and social media**, the **challenges of credibility and ethical standards**, and the **need for structured training and policies** to navigate journalism's evolving landscape effectively.

Table: 3 Respondents age ratio –

				n - 428
Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 21 years	29	6.7	6.7	6.7
21 - 30 years	126	29.5	29.5	36.2
31 - 40 years	143	33.4	33.4	69.6
41 - 50 years	78	18.2	18.2	87.8
51 - 60 years	44	10.3	10.3	98.1
Above 60 years	8	1.9	1.9	100
Total	428	100	100	

The researcher has collected the data from the diversified age groups to this study. This

table showed that 33.4% of respondents belonged form 31-40 years age group which is more followed by 21-30 years age group which is 29.5%. Therefore, 63% of respondents belonged from the 21- 40 years age group which is above from the half of the sample size of total. 18.2% of respondents belonged from 41 -50 years age group whereas 10.3% respondents belonged from 51- 60 years age group which is moderate number. Less than 21 years and above 60 years respondents have also contributed to this study but this is less number. So, researcher has approached to as much as possible population to this study in terms of age group. These data represented below in the form of graph to better understanding.

Table: 4 Respondents Sex ratio –

				n - 428
Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Female	222	52	52	52
Male	206	48	48	48
Total	428	100	100	

The objective of the investigation was to obtain a comprehensive demographic profile of the respondents, with an emphasis on the distribution of gender and age. The gender distribution of the sample was nearly evenly divided between male and female participants, with males comprising 48% and females representing 52%. This equilibrium guarantees that the results are representative of both genders, which enhances the generalizability and robustness of the study's conclusions.

Table: 5 Respondents are working in different media platforms –

				n - 428
Media Platform	Frequency	Percent	Valid Percent	Cumulative Percent
Television	98	22.9	22.9	22.9
Newspaper	163	38	38	60.9
Web Media	112	26.2	26.2	87.1
Others	55	12.9	12.9	100
Total	428	100.0	100.0	

Here, the outcomes have shown that all the respondents are working in different media platforms like; Television, Newspapers, Web Media. More respondents are working in newspapers followed by Web Media which are 38% and 26.2% respectively. Respondents whom are working in television media have also good contribution to this study which is 22.9% whereas 12.9% of respondents are working in other media platform except these three media platforms.

Table: 6 Respondents are holding the post in the media field –

				n - 428
Post Hold	Frequency	Percent	Valid Percent	Cumulative Percent
Editor	28	6.54	6.54	6.54
Journalist	125	29.2	29.2	35.74
Freelancer Journalist	114	26.63	26.63	62.37
News Producer	81	18.9	18.9	81.27
Social Media Handler	70	16.4	16.4	97.67
Others	10	2.33	2.33	100
Total	428	100.0	100.0	

Researcher has approached to collect the data from different levels of media persons in terms of their post. So, above data has shown that 29.2% of respondents hold the post of Journalist in different media houses whereas 26.63% of respondents are working as Freelance Journalists. News Producers and Social Media Handlers have contributed moderately which is 18.9% and 16.4% respectively. Researcher has also approached to Editor-in-chief of some media organization which is 6.54% of total sample size.

Table: 7 Respondents have experience as media person–

				n - 428
Experience	Frequency	Percent	Valid Percent	Cumulative Percent
0 – 5 yrs	48	11.21	11.21	11.21
6 – 10 yrs	96	22.43	22.43	33.64
11 – 15 yrs	168	39.25	39.25	72.89
16 – 20 yrs	102	23.84	23.84	96.73
Above 20 yrs	14	3.27	3.27	100
Total	428	100.0	100.0	

This data has shown that the respondents have diverse experience in respect of working years. 39.25% of media persons have 11 - 15 years' experience which is more population as respondent whereas 23.84% and 22.43% media persons have 16 -20 years and 6 - 10 years' experience respectively. 11.21% media persons have 0 - 5 years' experience which is moderate population while only 3.27% media persons have experience above 20 years. Therefore, the maximum respondents have 6 - 20 years of experience as media persons which is around 85% of total samples size.

Table: 8 Respondents use actively social media platform –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	394	92.05	92.05	92.05
No	34	7.95	7.95	100
Total	428	100.0	100.0	

In this study, researcher carried out some objectives which address to social media uses of media person so researcher asked this question from the respondents. The outcomes have shown that the 92.05% respondents are using social media platform actively whereas 7.95% of respondents are not using actively. Therefore, the broad finding is that media persons use social media platform actively.

Table: 9 Time spend on social media platform on daily basis –

				n - 428
Time Spend	Frequency	Percent	Valid Percent	Cumulative Percent
0 – 2 hrs	23	5.4	5.4	5.4
2 – 4 hrs	114	26.6	26.6	32
4 – 6 hrs	148	34.6	34.6	66.6
6 – 8 hrs	122	28.5	28.5	95.1
More than 8 hrs	21	4.9	4.9	100
Total	428	100.0	100.0	

This table has shown that 34.6% of respondents spend 4 - 6 hrs. on social media platform on daily which is more in respect of rest of category. After that 28.5% of respondents spend 6 - 8 hrs. whereas 26.6% of respondents spend 2 - 4 hrs. on daily basis. Some respondents spend less than 2 hrs. on 'social media' platforms daily while some respondents have spent more than 8 hrs. which percentage is 5.4% and 4.9% respectively. It means all media persons are spending around 6 hrs. in a 24 hrs. on 'social media' platforms.

Table: 10 Respondents find news reliable which trend on social media platform –

			n - 428	
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	84	19.63	19.63	19.63
No	54	12.62	12.62	32.25
Always	158	36.91	36.91	69.16
Sometimes	132	30.84	30.84	100
Total	428	100.0	100.0	

Here, the outcomes have shown that 36.91% of respondents “always” find news reliable which trends on social media, it is a significant percentage of respondents whereas 30.84% of respondents “sometimes” find news reliable. However, 12.62% of respondents expressed that they do not find news reliable which trends on social media, it is a small percentage but still notable. Overall, these outcomes have shown the diverse attitudes of respondents towards the reliability of news which trends on social media platforms.

Table: 11 Media professional preferred social media news as news source –

			n - 428	
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	78	18.22	18.22	18.22
No	66	15.42	15.42	33.64
Sometimes	284	66.36	66.36	100
Total	428	100.0	100.0	

This table has shown the data of respondents regarding preference of ‘social media’ as news source. 78 of respondents out of total 428 respondents preferred social media all the time as news source which is 18.22% whereas 66 of respondents did not prefer which is 15.42% of total. Apart from this 284 of respondents “Sometimes” preferred the social media platform as news source which is 66.36% and this is the majority of respondents.

Table: 12 Media professionals use social media for professional journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Several times a day	277	64.72	64.72	64.72
Once a day	102	23.83	23.83	23.83
Once a week	26	6.07	6.07	94.62
Rarely	21	4.91	4.91	99.53
Never	2	0.47	0.47	100
Total	428	100.0	100.0	

When researcher inquired about the frequently uses of ‘social media’ for professional journalism, the collected data has shown that the majority of respondents which is 64.72% using social media “Several times a day” for professional journalism. 23.83% of respondents using social media for this purpose “once a day” it is moderate number. 6.07% of respondents are using social media “Once a week” whereas 4.91% of respondents are using “Rarely” this are the smaller percentage of total. 0.47% is very smaller percentage of respondents which “Never” use the ‘social media’ platform for professional purpose. Overall, the social media platform is a relevant source of news according to the outcomes of this table.

Table: 13 Media professionals most frequently use social media platforms for professional journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	112	26.2	26.2	26.2
X (Former Twitter	198	46.3	46.3	72.5
LinkedIn	56	13	13	85.5
Instagram	48	11.2	11.2	96.7
Others	14	3.3	3.3	100
Total	428	100.0	100.0	

This table presented the data of media persons which are using different social media platform for professional journalism. 198 of respondents from the total of 428 are using “X (Former Twitter)” most frequently for professional journalism which is 46.3% of total sample size. 26.2% of respondents are using “Facebook” which is moderate number whereas 13% and 11.2% of respondents are using “LinkedIn” and “Instagram” respectively, these are the smaller number in respect of “X (Former Twitter)” and “Facebook”. 3.3% is a very smaller percentage of the respondents which are using others social media platform except these four platforms. As this interpretation, majority of media person are using “X (Former Twitter)” most frequently for professional journalism.

Table: 14 Media professionals have been using social media in their professional journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than a year	16	3.74	3.74	3.74
One year	56	13.08	13.08	16.82
Two years	138	32.25	32.25	49.07
More than two years	218	50.93	50.93	100
Total	428	100.0	100.0	

This table has shown the breakdown of data of respondents in terms of the duration. Based on this data, 3.74% of respondents are using social media in their professional journalism from “Less than a year” whereas 13.08% of respondents are using from “One year”, it is a very less and less number respectively. 32.25% of respondents are using social media from “Two years” which is moderate number while 50.93% of respondents using social media from “More than two years” in their professional journalism, it is a half of percentage of total. From this, researcher can interpret that the bulk of respondents have been using ‘social media’ in their professional journalism from “Two years” and “More than two years”.

Table: 15 Media professional typically post a variety of content on ‘social media’

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
News stories/articles	84	19.63	19.63	19.63
Personal opinions/commentary	78	18.22	18.22	37.85
Behind-the-scenes content	12	2.8	2.8	40.65
Professional Connections	112	26.17	26.17	66.82
Social Networking	132	30.84	30.84	97.66
Others	10	2.34	2.34	100
Total	428	100.0	100.0	

The outcomes of this table have shown that 30.84% of respondents are using social media platform only for “Social Networking” whereas 26.17% of respondents are using for “Professional Connections” these are the more percentage as compare to rest categories. Apart from this, 19.63% and 18.22% of respondents are using social media for posting “News stories/articles” and “Personal opinions/commentary” respectively, these are the moderate percentage as compare to total. Some respondents are using social media platform to post “Behind-the-scenes content” which is very smaller percentage (2.8%). There is “Others” category also which is 2.34% of total, means 10 of respondents from 428 are using social media platform for other purposes.

Table: 16 Media professionals measure the success of their ‘social media’ activities (e.g., engagement, followers) –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Number of likes	86	20.1	20.1	20.1
Number of shares	67	15.65	15.65	35.75
Follower growth	58	13.55	13.55	49.3
Comments	49	11.45	11.45	60.75
I don't measure	168	39.25	39.25	100
Total	428	100.0	100.0	

Around 60% of respondents measure the success of their social activates by the different ways as numbers of likes, numbers of shares, follower growth and comments but 39.5% of respondents do not measure their social activates. Above table has shown that 20.1% of respondents measure the success by “Number of likes” whereas 15.65% of respondents measure the success by “Number of shares” both are the moderate percentage of respondents as compare to total. “Follower growth” and “Comments” categories also acquired 13.55% and 11.45% respectively, these are the less popular ways to measure the success of social mediaactivities.

Table: 17 They often engage with their audience on ‘social media’ platforms –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	146	34.11	34.11	34.11
Occasionally	102	23.83	23.83	57.94
Rarely	92	21.5	21.5	79.44
Never	57	13.32	13.32	92.76
Can't say	31	7.24	7.24	100
Total	428	100.0	100.0	

Here, the outcomes are showing that most of the respondents engaged “Frequently” with their audience on social media which is 34.11% population whereas 23.83% of respondents engaged “Occasionally” with their audience on social media. If researcher combined the percentage of both categories than 57.94% of respondents engaged either “Frequently” or “Occasionally” with their audience which is above half of the total. However, notable percentage of respondents engaged “Rarely” and “Never” with their audience on social media which is 21.5% and 13.32% respectively. About 7.24% of respondents did not provide a clear response regarding their engagement.

Table: 18 Received any formal training specifically in using ‘social media’ for journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	116	27.1	27.1	27.1
No	312	72.9	72.9	100
Total	428	100.0	100.0	

Previous data has shown the uses and engagement of the respondents about the social media platform. This table is showing the data in terms of formal training of respondents regarding the social media for journalism. 116 of respondents from the total of 428 have received the formal training to use the social media for journalism which is 27.1% of total whereas 72.9% of respondents never taken any training regarding this. Therefore, most of the respondents have using ‘social media’ platform for journalism without received any training.

Table: 19 Media professionals rely on social media for sourcing news stories –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Heavily	186	43.46	43.46	43.46
Moderately	153	35.75	35.75	79.21
Slightly	68	15.89	15.89	95.1
Not at all	21	4.9	4.9	100
Total	428	100.0	100.0	

These data are showing the attitude of respondents about rely on social media for sourcing news stories. Researcher asked the question to the respondents with parameters which are heavily, moderately, slightly and not at all. The outcomes have shown that 43.46% of respondents of the total sample rely “Heavily” on socialmedia for sourcing news stories, it is a major percentage. After that 35.75% of respondents rely “Moderately” on social media, it is also a more percentage. Basedon these two data, around 75% of respondents of total sample size rely “Heavily” and “Moderately” on social media for sourcing new stories, it means they rely on social media. Apart from this 15.89% of respondents rely “Slightly” on social media whereas 4.9% of respondents do not rely.

Table: 20 They believe social media enhances their journalism work –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	14	3.3	3.3	3.3
Agree	36	8.4	8.4	11.7
Neutral	86	20.1	20.1	31.8
Disagree	114	26.6	26.6	58.4
Strongly disagree	178	41.6	41.6	100
Total	428	100.0	100.0	

This table has shown the data about believe of respondents on social media for enhance journalism work. Researcher has accumulated this data by using the five point scale. 41.6% of respondents “Strongly disagree” that social media enhances their journalism work, it is a major percentage of respondents. 26.6% of respondents “Disagree” whereas 20.1% of respondents remain “Neutral” on this question. Only less percentage of respondents “Agree” and “Strongly agree” that social media enhances their journalism work which are 8.4% and 3.3% respectively.

Table: 21 Media professionals faced ethical dilemmas while using social media professionally –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	43	10.2	10.2	10.2
No	261	60.9	60.9	71.1
Sometimes	124	28.9	28.9	100
Total	428	100.0	100.0	

Here, the outcomes have shown that 43 of respondents have faced ethical dilemmas when they use social media professionally which is 10.2% of total sample size. 261 of respondents mentioned their response as “No” means they have not faced any ethical dilemmas which is 60.9% of total. 124 of respondents faced ethical dilemmas “Sometimes” while using social media professionally which is 28.9% of total. Therefore, majority of respondents have not faced any ethical dilemmas while using social media professionally.

Table: 22 The primary purpose for using social media in their professional journalism work –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Sourcing	41	9.6	9.6	9.6
Information	83	19.4	19.4	29
ProfessionalNetworking	118	27.6	27.6	56.6
Content Promotion	97	22.6	22.6	79.2
Personal branding	89	20.8	20.8	100
Total	428	100.0	100.0	

This table has presented the data regarding the key purpose of respondents for using ‘social media’ in their professional work, based on responses 9.6% of respondents are using social media platform for news sourcing, it is relatively low percentage compared to others. 19.4% of respondents primarily using ‘social media’ to collect information for their journalism work whereas 20.8% of respondents using for personal branding, these are moderate percentage of total. 27.6% and 22.6% of respondents have the primary purposes professional networking and content promotion respectively. Overall, these data suggested

that respondents are using social media for different purposes including news source, information, professional networking, content promotion and personal branding, all are have significant percentage.

Table: 23 Social media impacted their reporting skills –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Significantly improved	73	17.06	17.06	17.06
Improved	82	19.16	19.16	36.22
Somewhat improved	114	26.63	26.63	62.85
No impact	159	37.15	37.15	100
Total	428	100.0	100.0	

This table reflected the responses of 428 individuals regarding the impact of ‘socialmedia’ on their reporting skills. The analysis has shown that ‘social media’ had “Significantly improved” the reporting skills of 73 respondents which is 17.06% of the total whereas social media had “Improved” the reporting skills of 82 respondents which is 19.16% of the total. 114 of respondents which making 26.63% of total had “Somewhat improved” of their reporting skills because of social media. The large group of respondents which is 37.15% of the total, indicated that social media had “No impact” on their reporting skills.

Table: 24 Media professionals use social media for investigative journalism –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Extensively	52	12.1	12.1	12.1
Moderately	172	40.2	40.2	52.3
Rarely	204	47.7	47.7	100
Total	428	100.0	100.0	

Here, the outcomes have shown the breakdown of responses to the question “To what extent do you use social media for investigative journalism?” based on this 12.1% of respondents use social media “Extensively” for investigative journalism, it is a less percentage compared to two rests of categories. 40.2% of respondents use social media “Moderately” whereas 47.7% of respondents use social media “Rarely” for investigating journalism. This interpretation indicated the various degrees regarding the use of social media for investigating journalism but significant portion of respondents using social media either moderately or rarely.

Table: 25 Attitude about social media has made journalism more collaborative –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	58	13.6	13.6	13.6
Agree	102	23.8	23.8	37.4
Neutral	164	38.3	38.3	75.7
Disagree	71	16.6	16.6	92.3
Strongly disagree	33	7.7	7.7	100
Total	428	100.0	100.0	

Based on above table, it seems that 38.3% of respondents had “Neutral” attitude regarding the social media has made journalism more collaborative. 23.8% and 13.6% of respondents had responded in the categories “Agree” and “Strongly agree” respectively. When researcher combined these two percentages, it makes up 37.4% of the total that means more than ‘one-third’ of respondents agree that socialmedia made journalism more collaborative. However, 16.6% and 7.7% of respondents had responded as “Disagree” and “Strongly disagree” respectively thatmean social media do not make journalism more collaborative. These responses suggested that there is a diverse opinion of respondents on this question.

Table: 26 Media professionals use social media for real-time reporting –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	98	22.9	22.9	22.9
Occasionally	202	47.2	47.2	70.1
Rarely	81	18.9	18.9	89
Never	47	11	11	100
Total	428	100.0	100.0	

At this time, researcher has analysed the frequency of ‘social media’ use for real- time reporting. The above outcomes, 98 of respondents had use social media “Frequently” for real-time reporting that number making up 22.9% of total. 202 of respondents had use social media “Occasionally” for real-time reporting, these respondents are making up 47.2% of total which is major percentage. Apart from this, 81 of respondents had use social media “Rarely” whereas 47 of respondents do not use social media for real-time reporting, these are making 18.9% and 11% respectively. Overall, majority of respondents are using ‘social media’ frequently and occasionally for real-time reporting.

Table: 27 Opinions of media professionals regarding social media enhance the credibility of journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	32	7.5	7.5	7.5
Agree	68	15.9	15.9	23.4
Neutral	189	44.2	44.2	67.6
Disagree	73	17	17	84.6
Strongly disagree	66	15.4	15.4	100
Total	428	100.0	100.0	

From this interpretation, it seems that 44.2% of respondents had “Neutral” opinion regarding the ‘social media’ enhance the credibility of their journalism work, this is a significant portion of respondents. 15.9% and 7.5% of respondents came under the categories “Agree” and “Strongly agree” respectively. The combined percentage of these two categories is 23.5% that means around one forth portion of respondents believed that social media enhance the credibility of their journalism work. 17% and 15.4% of respondents mentioned their responses as “Disagree” and “Strongly disagree” respectively. Here, the combined percentage of these two categories is 32.4% it means these respondents do not believe that social media enhance the credibility of their journalism work.

Table: 28 They use social media for crowd-sourcing information or opinions for their journalism work –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Often	172	40.2	40.2	40.2
Sometimes	155	36.2	36.2	76.4
Rarely	64	15	15	91.4
Never	37	8.6	8.6	100
Total	428	100.0	100.0	

This table represented the data about the use ‘social media’ for crowd-sourcing information or opinions for journalism work. The outcomes has shown that out of the 428 respondents, 172 of respondents which is 40.2% of the total indicated that they “Often” use ‘social media’ for crowd-sourcing information or opinions for their journalism work, this is the significant portion of the respondents as compared to other categories. 155 respondents which is 36.2% of the total stated that they

“Sometimes” use social media for crowd-sourcing information or opinions for their journalism work whereas 64 of respondents which is 15% of the total reported that they “Rarely” use ‘social media’ for this purpose. Rest of respondents which 8.6% of the total mentioned their response as “Never” that means they do not use ‘social media’ for this aspect of their journalism work.

Table: 29 Social media expanded the range of available sources –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Significantly	219	51.2	51.2	51.2
Moderately	128	29.9	29.9	81.1
Slightly	67	15.6	15.6	96.7
Not at all	14	3.3	3.3	100
Total	428	100.0	100.0	

Here, the data has represented that 51.2% of respondents perceived ‘social media’ as “Significantly” expanding their range of news source whereas 29.9% of respondents mentioned their response as “Moderately” on this question. When researcher combined these two categories, it’s appeared 70% of the total which is very major percentage of respondents that feel social media available as expanded range of news source. Rest of data has shown that 15.6% of respondents believed “Slightly” as social media is an expanded range of news source whereas 3.3% of respondents believed that social media has not expanded their news source at all, it is a very small percentage of respondents.

Table: 30 Media professionals incorporate citizen journalism into reporting –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	105	24.53	24.53	24.53
Occasionally	193	45.09	45.09	69.62
Rarely	87	20.33	20.33	89.95
Never	43	10.05	10.05	100
Total	428	100.0	100.0	

This table has analysed the data regarding how often citizen journalism is incorporated into reporting by the respondents. Researcher has accumulated the data in four categories which are frequently, occasionally, rarely and never. These categories provided a breakdown of how often citizen journalism is integrated into reporting among the media persons. The analysis has shown that 24.53% and 45.09% of the respondents incorporated citizen journalism into their reporting “Frequently” and “Occasionally” respectively whereas 20.33% of the respondents utilized citizen journalism “Rarely” into their reporting. The smaller percentage of the respondents which is 10.05% “Never” used citizen journalism into their reporting. This analysis provided various level of engagement of media persons with citizen journalism.

Table: 31 Media professionals define "citizen journalism" as –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
User-generated content by non-professional individuals	91	21.26	21.26	21.26
Active participation of citizens in reporting news events	93	21.72	21.72	42.98
A combination of both	218	50.93	50.94	93.92
Others	26	6.07	6.08	100
Total	428	100.0	100.0	

Researcher also collected the data about the definition of “citizen journalism” because definition can be dissimilar according to the respondents. Here, researcher carried two definitions of “citizen journalism” to accumulate the responses of the respondents. 91 of respondents, making up 21.26% of the total defined “citizen journalism” as “User-generated content by non-professional individuals” whereas 93 of respondents, accounting for 21.72% of the total defined it as “Active participation of citizens in reporting news events.” Additionally, 218 of respondents, representing 50.93% of the total adopted both the definition of “citizen journalism.” Only 6.07% of respondents which is smaller percentage of the total have different thoughts regarding the “citizen journalism.”

Table: 32 Media professionals believe citizen journalism contributes to the overall information landscape –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Significantly	78	18.2	18.2	18.2
Moderately	131	30.6	30.6	48.8
Minimally	117	27.4	27.4	76.2
Not at all	102	23.8	23.8	100
Total	428	100.0	100.0	

To analyse the data on the extent to which respondents believe ‘citizen journalism’ contributes to the overall information landscape, for this researcher accumulated the data by the four categories; significantly, moderately, minimally, not at all. 18.2% of respondents believed citizen journalism “Significantly” contributes to the overall information landscape whereas 30.6% of respondents believed it contributes “Moderately.” This analysis indicates that nearly half of the respondents believed ‘Citizen journalism’ making a positive contribution, either significantly or moderately, to the overall information landscape. On the other hand, 27.4% of respondents believed citizen journalism “Minimally” contribute for this purpose while 23.8% of respondents do not feel that citizen journalism contributes to the overall information landscape.

Table: 33 Citizen Journalism influenced the content of mainstream media –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Greatly influenced	129	30.1	30.1	30.1
Somewhat influenced	208	48.6	48.6	78.7
No influence	67	15.7	15.7	94.4
Negative influence	24	5.6	5.6	100
Total	428	100.0	100.0	

According to the above data, researcher can interpret the extent to which ‘citizen journalism’ has influenced the content of mainstream media. 129 of respondents, which represented 30.1% of the total sample, believed that ‘citizen journalism’ has “Greatly influenced” the content of mainstream media. 208 of respondents, accounting for 48.6% of the total sample, felt that ‘citizen journalism’ has “Somewhat influenced” the content of mainstream media whereas 67 of respondents which represented 15.7% of the total sample, perceive that citizen journalism has “No influence” the mainstream media content. At the other hand, 24 of respondents which comprising 5.6% of the total sample, think that it has “Negative influenced” on content of mainstream media. Overall, the majority of respondents believe that citizen journalism has influenced mainstream media content, with a significant portion indicating both a great and somewhat influence. However, a notable minority feels that citizen journalism has had no influence or even a negative impact on mainstream media content.

Table: 34 Citizen Journalism impact the credibility of news stories –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Greatly Improves	157	36.7	36.7	36.7
Somewhat improves	199	46.5	46.5	83.2
No impact	51	11.9	11.9	95.1
Somewhat diminishes	12	2.8	2.8	97.9
Greatly diminishes	9	2.1	2.1	100
Total	428	100.0	100.0	

To analyze how citizen journalism impacts the credibility of news stories based on the provided data, Researcher can calculate the net impact by subtracting the percentage of respondents who believe citizen journalism diminishes credibility from the percentage who believe it improves credibility. 36.7% of respondents believed that citizen journalism has greatly improves the credibility of news stories whereas 46.5% of respondents believed that it has somewhat improves the credibility. 2.8% and 2.1% of respondents felt that citizen journalism has somewhat diminishes and greatly diminishes the credibility of news stories respectively. 11.9% of respondents have felt that ‘citizen journalism’ has not had any impact on the credibility of news stories. Therefore, based on the data analysis, the net impact of citizen journalism on the credibility of news stories is 78.3%, it indicating that a significant majority of respondents perceived ‘citizen journalism’ as positively impacting

the credibility of news stories.

Table: 35 Media professionals established the opinions regarding ‘citizen journalism’ impacted traditional journalism practices –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Positively	203	47.43	47.43	47.43
Negatively	45	10.51	10.51	57.94
No significant impact	72	16.82	16.82	74.76
Unsure	108	25.24	25.24	100
Total	428	100.0	100.0	

Here, 203 respondents believed that citizen journalism has “Positively” impacted traditional journalism practices, this portion is 47.43% of the total respondents whereas 45 of respondents believed that ‘citizen journalism’ has had a “Negatively” impact on traditional journalism practices, this amount of respondent making up 10.51% of the total which is very less percentage as compare to other categories. However, 72 of respondents (16.82%) believed that ‘citizen journalism’ has had a “No significant impact” on traditional journalism practices, it is a less percentage of respondents. In contrast, 108 respondents, constituting around 25.24% of the total, has had “Unsure” opinion regarding the impact of ‘citizen journalism’ on traditional journalism practices. Overall, it appeared that a significant portion of respondents believed that citizen journalism has had a positive impact on traditional journalism practices.

Table: 36 According to research’s population, ‘citizen journalism’ whether a threat or an opportunity to traditional journalism –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Threat	46	10.7	10.7	10.7
Opportunity	276	64.5	64.5	75.2
Both	71	16.6	16.6	91.8
Neither	35	8.2	8.2	100
Total	428	100.0	100.0	

The researcher gathered data from 428 respondents to investigate perceptions regarding the role of ‘citizen journalism’ whether it is perceived as a threat or an opportunity. The majority of respondents (64.5%) expressed their attitude about the citizen journalism as an opportunity rather than a threat to ‘traditional journalism’ whereas a small percentage of respondents (10.7%) perceiving ‘citizen journalism’ as a threat to ‘traditional journalism’. However, a significant portion of respondents (16.6%) perceived both threat and opportunity in respect of citizen journalism. At the other hand, a very smaller percentage of respondents (8.2%) indicated that they do not consider ‘citizen journalism’ as a threat or an opportunity to ‘traditional journalism’.

Table: 37 Media professionals opinion on the reliability of news from citizenjournalists compared to traditional journalists –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
More Reliable	41	9.58	9.58	9.58
Reliable	103	24.06	24.06	33.64
Less Reliable	219	51.17	51.17	84.81
Not Reliable	65	15.19	15.19	100
Total	428	100.0	100.0	

According to the interpretation of this table, it appeared that there is a significant portion of respondents which is 23.88% of total who perceived news from citizen journalists as “Reliable” compared to traditional journalists whereas 9.58% of respondents believed news from citizen journalists is “More Reliable” this is a small percentage of respondents. However, major percentage of respondent which 51.35% believed that news from citizen journalists as “Less Reliable” compared to traditional journalists. Moreover, 15.19% of respondents considered news from citizen journalists as “Not Reliable” compared to professional journalists.

Table: 38 Citizen Journalism led to more diverse viewpoints in the news –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	74	17.3	17.3	17.3
Agree	126	29.4	29.4	46.7
Neutral	159	37.2	37.2	83.9
Disagree	47	11	11	94.9
Strongly disagree	22	5.1	5.1	100
Total	428	100.0	100.0	

Here, the researcher utilized a five-point scale to assess respondents' perspectives on whether citizen journalism has led to more diverse viewpoints in the news. The scale ranges from "Strongly Agree" to "Strongly Disagree", with a "Neutral" option in between. The outcomes have shown that 17.3% and 29.4% of respondents have mentioned their responses as "Strongly agree" and "Agree" respectively. These responses indicate that citizen journalism led to more diverse viewpoints in the news. A significant portion of respondents which is 37.2% of the total have "Neutral" response, it indicates they neither agree nor disagree with this statement. In contrast, 11% and 5.1% of respondents have mentioned their responses as "Disagree" and "Strongly disagree" respectively. Approximately 16% of respondents hold the belief that citizen journalism has not led to more diverse viewpoints in the news. Overall, the data suggests that a notable proportion of respondents perceive citizen journalism as contributing to a more diverse range of viewpoints in the news, while others are undecided or hold the opinion.

Table: 39 Citizen journalism has increased public engagement with news –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	68	15.9	15.9	15.9
Agree	159	37.2	37.2	53.1
Neutral	137	32	32	85.1
Disagree	45	10.5	10.5	95.6
Strongly disagree	19	4.4	4.4	100
Total	428	100.0	100.0	

In the above table, researcher analysed the data about whether journalism has increased public engagement with news. 15.9% and 37.2% of respondents mentioned their responses as “Strongly agree” and “Agree” respectively. The combination of these two responses are around 53% which means a major respondents believed that citizen journalism has increased public engagement with news. In contrast, 10.5% and 4.4% of respondents mentioned their responses as “Disagree” and “Strongly disagree” respectively, which around 15% of respondents of the total, they believed that citizen journalism has not increased public engagement with news. At the other hand, approximately 32% of respondents have “Neutral” response, this percentage of respondents are neither agree nor disagree.

Table: 40 According to media professional’s experience, citizen journalism affectsthe news cycle –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	75	17.5	17.5	17.5
No	284	66.4	66.4	83.9
Sometimes	69	16.1	16.1	100
Total	428	100.0	100.0	

Based on this data, it appeared that a majority of respondents which is 66.4% of the total believed that citizen journalism has not affected the news cycle whereas less respondents which is 17.5% of the total believed that citizen journalism has affected the news cycle. Here, both are outcomes in contrast but majority of respondents experienced that citizen journalism does not have any type of affect on the news cycle of media houses. Moreover, 16.1% of respondents believed that it sometimes affect the news cycle, it is a small portion of respondents.

Table: 41 Media professionals perceived the role of ‘citizen journalism’ in fact-checking and verifying news –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Very helpful	47	10.9	10.9	10.9
Somewhat helpful	101	23.6	23.6	34.5
Neutral	148	34.6	34.6	69.1
Not helpful	73	17.1	17.1	86.2
Misleading	59	13.8	13.8	100
Total	428	100.0	100.0	

At this table, the outcomes have shown that 47 of respondents which is 10.9% of the total made a perception that the role of ‘citizen journalism’ “very helpful” in fact-checking and verifying news whereas 101 of respondents which is 23.6% of total believed that citizen journalism “Somewhat helpful” at this point. 34.3% of respondents, which is more as compared to other category, had “Neutral” responses on this question. In contrast, 73 of respondents which is 17.1% of the total, had understanding that the role of ‘citizen journalism’ “Not helpful” in fact-checking and verifying news while 59 of respondents, which is 13.8% of the total, perceived the role of citizen journalism as “Misleading” for this purpose. Overall, it appeared that a majority of respondents have a positive or neutral perception of citizen journalism’s role in fact-checking and verifying news whereas a significant portion finding it either very helpful or somewhat helpful. However, there is also

notable minority of respondents who find that it not helpful or even misleading.

Table: 42 Citizen Journalism affects the editorial process in mainstream media –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Significantly	34	7.9	7.9	7.9
Moderately	77	18	18	25.9
Slightly	231	54	54	79.9
Not at all	86	20.1	20.1	100
Total	428	100.0	100.0	

Researcher calculated the overall percentage of respondents to analyse the impact of ‘citizen journalism’ on the editorial process in ‘mainstream media’. The data has shown that 34 respondents, which is 7.9% of the total, believed that citizen journalism has “Significantly” affected the editorial process in mainstream media whereas 77 respondents, which is 18% of the total, believed that it has “Moderately” affected the editorial process. In further analysis, major respondents which are 54% of the total had opinion as citizen journalism has “Slightly” affected the editorial process. However, there is a still notable percentage of respondents which is 20.1%, who believed that citizen journalism has not affected the editorial process at all in respect of mainstream media.

Table: 43 Citizen Journalism affects the ethical considerations of mainstreammedia and journalism practices –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Increases	17	3.9	3.9	3.9
Somewhat increases	43	10.1	10.1	14
No impact	254	59.4	59.4	73.4
Reduces	63	14.7	14.7	88.1
Significantly reduces	51	11.9	11.9	100
Total	428	100.0	100.0	

This table provided the data on how citizen journalism affects the ethical considerations of ‘mainstream media’ and journalism practices, based on the sample size of 428 respondents. The analysis has depicted those 17 respondents which is making 3.9% of the total sample size, believed that ‘citizen journalism’ “Increases” the ethical considerations of ‘mainstream media’ and journalism practices whereas 43 respondents which is contributing 10.1% of the total, felt that it “Somewhat increases” ethical considerations. In contrast, 63 respondents which is comprising 14.7% of the total, thought that citizen journalism “Reduces” ethical considerations while 51 respondents which is making 11.9% of the total, believed that citizen journalism “Significantly reduces” the same. However, the majority of respondents (254) which is contributing 59.4% of the total believed that citizen

journalism has “No impact” on the ethical considerations of mainstream media and journalism practices.

Table: 44 Media professional perceived challenges in the relationship between ‘traditional journalism’ and ‘citizen journalism’ –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Credibility concerns	67	15.7	15.7	15.7
Lack of professional standards	144	33.6	33.6	49.3
Information overload	116	27.1	27.1	76.4
Positive collaboration opportunities	78	18.2	18.2	94.6
Others	23	5.4	5.4	100
Total	428	100.0	100.0	

Here, the data has presented challenges perceived in the relationship between ‘traditional journalism’ and ‘citizen journalism’, based on the collected responses. The outcomes have shown that 67 respondents which constitute 15.7% of the sample expressed “Credibility concerns” of content produced by citizen journalists.

144 respondents, accounting for 33.6% of the sample, highlighted “Lack of professional

standards” in citizen journalism reporting compared to traditional journalism. 116 respondents which are making up 27.1% of the sample identified “Information overload” as a challenge. 78 respondents which are representing 18.2% of the sample recognized “Positive collaboration opportunities” between traditional journalism and citizen journalism. 23 respondents, comprising 5.4% of the sample, mentioned challenges not explicitly categorized in the option provided. Overall, major respondents perceived challenges as a “Lack of professional standards” followed by “Information overload” whereas “Positive collaboration opportunities” and “Credibility concerns” perceived as moderate level challenges between traditional journalism and citizen journalism.

Table: 45 Media professionals collaborated with citizen journalists or used citizen-generated content in their reporting –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	375	87.6	87.6	87.6
No	53	12.4	12.4	100
Total	428	100.0	100.0	

At this point, the data has shown that 375 respondents out of 428 have collaborated with citizen journalists or used citizen-generated content in their reporting. These 375 respondents, making up 87.6% of the total, constitute the majority of respondents, indicating a significant presence of citizen journalism in media landscape. At the other hand, 53 respondents which are making up 12.4% of the total have not collaborated with

citizen journalists and also not used citizen- generated content in their reporting. This analysis suggesting that media professional having strong collaboration with citizen journalists or used citizen- generated content in your reporting.

Table: 46 Media professionals envision the future of journalism with the coexistence of ‘traditional journalism’ and ‘citizen journalism’ –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Collaborative and symbiotic	159	37.1	37.1	37.1
Increasing tension and competition	82	19.2	19.2	56.3
Traditional journalism taking abackseat	65	15.2	15.2	71.5
Uncertain	122	28.5	28.5	100
Total	428	100.0	100.0	

This table has presented opinions on the future of journalism with the coexistence of ‘traditional journalism’ and citizen journalism. Here, the analysis has shown that “Collaborative and symbiotic” category acquired 37.1% of the total which is more percentage. This suggests that a significant portion of respondents believed in

future where traditional journalism and citizen journalism will work together. A notable portion of respondents which is 19.2% of the total foresees a future marked by growing tension and competition between traditional journalism and citizen journalism. Some of respondents which 15.2% of the total anticipates a future where traditional journalism plays a lesser role compared to citizen journalism. 28.5% of respondents which considerable number express uncertainty about the future relationship between ‘traditional journalism’ and ‘citizen journalism’. Overall, the future of journalism with the coexistence of traditional journalism and citizen journalism appeared to be a subject of diverse perspectives.

Table: 47 Media organisation's management discuss the importance of social media in journalism –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Regularly	194	45.4	45.4	45.4
Occasionally	152	35.5	35.5	80.9
Rarely	64	14.9	14.9	95.8
Never	18	4.2	4.2	100
Total	428	100.0	100.0	

Here, the analysis about on how frequently an organisation's management discusses the importance of ‘social media’ in journalism. The data has shown that 194 of respondents which making up 45.4% of the total, responded as “Regularly” whereas 152 of respondents

which contributing 35.5% in total, responded as “Occasionally” the combination of both categories, making up 89.9%, it shows that the majority of organization’s management regularly and occasionally discuss the importance of ‘social media’ in journalism. However, the small portion of respondents which 14.9% of the total, responded “Rarely” that means some organization’s management discuss the importance but infrequently. 4.2% of respondents responded as their organization’s management “Never” discuss the importance of social media in journalism.

Table: 48 Media organisations have specific policies regarding the use of social media for journalistic purposes –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Detailed policies	21	4.9	4.9	4.9
General guidelines	218	50.9	50.9	55.8
No policies	154	36	36	91.8
Don't know	35	8.2	8.2	100
Total	428	100.0	100.0	

Based on the above data, only 4.9% of the respondents mentioned their responses as “Detailed policies.” This suggests that a minority of organizations have specific and detailed policies regarding the use of ‘social media’ for journalistic purposes. In contrast, 36% of the respondents mentioned their responses as “No policies” which means a significant portion of the organizations do not have any specific policies regarding this.

Apart from this, 50.9% of respondents mentioned their responses as “General guidelines.” This indicates that a majority of organizations have only general guidelines regarding the use of ‘social media’ for journalistic purposes. Approximately 8.2% of the respondents answered "Don't know." This suggests that there is some uncertainty or lack of awareness among respondents about whether their organization has specific policies regarding social media use for journalistic purposes.

Table: 49 Training programs provided by your management for effective use of social media in journalism –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, comprehensive training	74	17.3	17.3	17.3
Basic training	158	36.9	36.9	54.2
No training	196	45.8	45.8	100
Total	428	100.0	100.0	

According to above data, 74 of respondents contributing 17.3% in the total, they reported as receiving comprehensive training on the effective use of ‘social media’ in journalism. While 158 respondents, representing 36.9% of the total sample size of 428, reported receiving basis training from management for the effective use of ‘social media’ in journalism. At the other hand, the majority of respondents (196), which making up 45.8% of the total, did not receive any training in the effective use of ‘social media’ in journalism. This analysis reveals that a significant portion of respondents received either

comprehensive or basic training while nearly half of respondents did not receive any training from the management in the effective use of social media in journalism.

Table: 50 There is a designated team or individuals in their organisations responsible for social media –

n - 428				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	263	61.4	61.4	61.4
No	29	6.8	6.8	68.2
Can't Say	136	31.8	31.8	100
Total	428	100.0	100.0	

Based on the above data, 263 respondents which is making up 61.4% of the total, said “Yes” whereas 29 respondents which is making up 6.8% of the total said “No” regarding the availability of designated team or individual in their organisation responsible for social media. From this analysis, researcher can say that the majority of organizations have a designated team or individual responsible for social media, while a small portion do not have any team for this purpose. However, 136 respondents which are making up 31.8% of the total responded with “Can’t Say” or expressed uncertainty regarding the presence of a designated team or individual for social media in their organization. In summary, a majority of organizations have a designated team or individuals for social media while there are a significant proportion of respondents who are uncertain or unable to confirm the existence of such a team or individual in their organization.

Table: 51 According to media professionals, management reactions regarding innovative uses of social media by journalists –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Very encouraging	116	27.1	27.1	27.1
Somewhat encouraging	225	52.6	52.6	79.7
Indifferent	79	18.4	18.4	98.1
Discouraging	8	1.9	1.9	100
Total	428	100.0	100.0	

From these data, researcher tried to find out management reactions on the innovative uses of social media by journalists. 116 respondents (27.1%) out of the 428 responded “Very encouraging” whereas 225 respondents (52.6%) out of the same responded “Somewhat encouraging.” Here, 79.7% of respondents’ combination of both categories expressing either very encouraging or somewhat encouraging attitudes. From these two figures, it appeared that the majority of the management reacts positively to innovative uses of social media by journalists. At the other hand, 79 respondents, which is 18.4% of the total responded as “Indifferent” while only 8 respondents, which is 1.9% of the total responded as “Discouraging.” According to this figure, only less percentage of management reacts indifferent to innovative uses of social media by journalists whereas very less management discourages to respondents to use of social media.

Table: 52 Media organisation's management actively monitor social mediaengagement and its impact –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Extensively	124	29	29	29
To some extent	269	62.9	62.9	91.9
Rarely	28	6.5	6.5	98.4
Not at all	7	1.6	1.6	100
Total	428	100.0	100.0	

Based on above data, which pertains to the extent to which organizations management actively monitors social media engagement and its impact. The outcomes has shown that 124 respondents which constituting 29% of the total said “Extensively” whereas 269 respondents which making up 62.9% of the total said “To some extent” on this question. From this data, researcher can say that majority of organizations either extensively or to some extent monitor social media engagement and its impact. In contrast, 28 respondents which accounting for 6.5% of the total said “Rarely” while 7 respondents which representing 1.6% of the total said “Not at all” on this matter. At this point, a minority of organizations either rarely or not at all monitor social media engagement and its impact. This suggested that there is a notable portion of organizations that are not actively engaged in monitoring their social media presence and its effects.

Table: 53 Frequency of feedbacks provided by management on their social mediaactivities –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Extensively	56	13.08	13.08	13.08
To some extent	123	28.74	28.74	41.82
Rarely	164	38.32	38.32	80.14
Not at all	85	19.86	19.86	100
Total	428	100.0	100.0	

The analysis of the collected data on how often management provides feedback on social media activity distributed in different categories. The data has shown that 13.8% of respondents received feedback “Extensively” by the management on their social media activity. This indicates that a relatively small portion of respondents receive frequent and comprehensive feedback from management. 28.74% of respondents fell in the “To some extent” category, they are suggesting that a moderate portion of respondents receive some level of feedback on their social media activity. The majority of respondents which is 38.32% of the total fell into the “Rarely” category. They are indicating that a significant portion of respondents receive feedback on their social media activity infrequently. A small portion of respondents which is 19.86% of the total fell into the “Not at all” category.

Table: 54 Management provides access to exclusive or paid social media platforms/tools for better engagement –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	198	46.3	46.3	46.3
No	137	32	32	78.3
Can't Say	93	21.7	21.7	100
Total	428	100.0	100.0	

The data of above table has shown that 198 respondents, which is making up 46.3% of the total, have “Yes” responses whereas 137 respondents, which is attending 32% of the total, have “No” responses. Apart from this, 93 respondents, which is comprising 21.7% of the total, have “Can’t Say” responses. According to data, the analysis has indicated that a significant portion of respondents reported that their management does provide access to exclusive or paid social media platforms/tools for better engagement. However, a notable portion of respondents indicated that their management does not provide such access. Additionally, around one-fourth of respondents were unsure or unable to provide a definitive response.

Table: 55 Their organisation's management encourages attending workshops or webinars on social media –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly encouraged	89	20.8	20.8	20.8
Encouraged	174	40.7	40.7	61.5
Indifferently	138	32.2	32.2	93.7
Discouraged	27	6.3	6.3	100
Total	428	100.0	100.0	

To analyse, whether the organization's management encourages attending workshops or webinars on social media, researcher have 428 responses on this. The data has shown that 20.8% of respondents fell into the "Strongly encouraged" category, this is the small percentage of respondents, have emphatically encouraged by the management to attend workshops or webinars on social media. Further analysis of data, 40.7% of respondents fell into the "Encourage" category whereas 32.2% of respondents fell into the "Indifferently" category. Researcher can say that the majority of responses fell into either "Encourage" or "Indifferently" categories that indicate a significant portion of the organization's management either actively encourages or remains neutral towards attending workshops or

webinars on socialmedia. Only a smallest percentage of respondents, which is 6.3% of the total, fell into the “Discouraged” category.

Table: 56 There is a system for regular updates and feedback on the latest social media trends from the management –

				n - 428
	Frequency	Percent	Valid Percent	Cumulative Percent
Very structured	139	32.48	32.48	32.48
Informal	158	36.91	36.91	69.39
No such system	79	18.46	18.46	87.85
Can't Say	52	12.15	12.15	100
Total	428	100.0	100.0	

Based on the above data regarding the existence of a system for regular updates and feedback on the latest social media trends from the management, here the outcomes have shown that 158 respondents, constituted 36.91% of the total, mentioned their responses as “Informal” whereas 139 respondents, made up 32.48% of the total, mentioned their responses as “Very structured.” The combination of both categories, comprised majority of respondents (69.39%), indicated some form of system for regular updated and feedback on social media trends from the management. However, a significant portion of respondents which is 18.46% of the total, mentioned their responses as “No such system” that means there is no system available for this purpose. A smaller percentage (12.15%) of respondents had their responses as “Can’t say” means they are uncertain about the existence of such system.

Overall, the data suggested that while a majority of respondents perceived some level of structure or informality in the system for updates and feedback on social media tends from management.

4.2 The Transcribed Interviews

The transcribed interviews are essential for comprehending the perspectives of media professionals in the research on the impact of social media and citizen journalism on traditional journalism practices in the Delhi/NCR region. The following is an excerpt from interviews with editors:

Interview 1: Daya Shankar Mishra (Editor, Network18- Digital)

Interviewer: In what ways has the proliferation of social media platforms affected your journalistic practices on a daily basis?

Editor, Network18- Digital: The manner in which we acquire and report news has been transformed by social media. In the past, we heavily depended on field reporting and press releases; however, information now travels in real-time through platforms such as X (formerly Twitter) and Facebook. Nevertheless, this necessitates an increased level of vigilance in the verification of the information prior to publication. The difficulty lies in the delicate balance between rapidity and precision, as the pursuit of first place can occasionally undermine the quality of reporting.

Interviewer: Do you believe that citizen journalism has had a beneficial or detrimental effect on traditional journalism?

Editor, Network18- Digital: It is a sword with two blades. On the one hand, citizen journalism has democratised news reporting, enabling stories from the ground to reach a broader audience. Conversely, the absence of professional standards among citizen journalists may result in the dissemination of inaccurate information. The responsibility of fact-checking and assuring credibility remains with traditional journalism.

Interview 2: Anuj Shukla (Editor, Republic.com)

Interviewer: What is the extent to which social media is essential to your responsibilities as a social media manager at a news organisation?

Editor, Republic.com: Social networking is crucial to my work. The purpose extends beyond mere content uploading; it encompasses active interaction with the audience, monitoring trends, and even obtaining news articles. The platform facilitates immediate communication with our readers, but it also demands constant vigilance and attentiveness. The feedback loop is instantaneous, and any error has the potential to become widely known with few minutes.

Interviewer: What is your assessment on the reliability of news presented through social media?

Editor, Republic.com: The issue of credibility is of enormous importance. Considerable amounts of material are becoming viral without undergoing enough vetting. Although social media is an excellent instrument for acquiring information, it is essential to verify data with several sources previously to releasing. Although the urgency to publish promptly can occasionally result in errors in judgement, it is of utmost importance to uphold our outlet's reputation for accurate reporting.

Interview 3: Shyamlal Yadav (Associate Editor, Indian Express)

Interviewer: In your experience, how has the integration of social media affected the editorial process?

Associate Editor, Indian Express: Social media has added a new dimension to the editorial process. We now consider social media trends when deciding on story angles or even the stories we cover. However, the speed at which information spreads on social media has forced us to accelerate our editorial workflow. There's less time for deliberation,

which can be both a boon and a bane. While it helps us stay current, it also increases the risk of errors.

Interviewer: How do you view the role of citizen journalism in today's media landscape?

Associate Editor, Indian Express: Citizen journalism has its place, especially in areas where traditional media can't reach. However, it often lacks the depth and analysis that professional journalism provides. We do incorporate user-generated content, but only after thorough vetting. I see citizen journalism as a supplementary source rather than a replacement for traditional journalism.

Interview 4: Anuj Khare (Editor, Aajtak Digital)

Interviewer: Has social media been a valuable tool for your investigative journalism work?

Editor, Aajtak Digital: Absolutely, social media is invaluable for investigative journalism. It's a great way to find leads, gather public opinions, and even crowdsource information. However, it's important to remember that social media is just one of many tools. For investigative journalism, nothing beats traditional methods like in-depth interviews and document analysis. Social media can give you clues, but you still need to dig deeper to get the full story.

Interviewer: What challenges do you face when using social media for investigative purposes?

Editor, Aajtak Digital: The main challenge is the reliability of the information. People can post anything on social media, and it's often difficult to verify the authenticity of sources. Another challenge is the ethical dilemma of using information obtained from social media, especially if it's from anonymous accounts. We must balance the need for information with respect for privacy and ethical standards.

Interview 5: Devesh Tripathi (ABP News, Assistant Editor, Special Project)

Interviewer: How has social media changed the way you produce and distribute news content?

ABP News, Assistant Editor, Special Project: Social media has made news production a more dynamic process. We can now push out breaking news almost instantaneously, which wasn't possible with traditional media alone. It has also allowed us to reach a global audience with minimal resources. However, this also means that we need to be more agile and responsive to what's trending. The audience's feedback on social media often shapes our follow-up stories and coverage angles.

Interviewer: Do you think traditional journalism can coexist with citizen journalism?

ABP News, Assistant Editor, Special Project: I believe they can and should coexist. Citizen journalism brings fresh perspectives and covers stories that might not make it to mainstream media. However, traditional journalism provides the necessary framework for fact-checking, ethical reporting, and in-depth analysis. Both forms can complement each other, with traditional journalism maintaining the standards and credibility that the profession is known for.

4.3 Aspects of Fake News

Fake news has emerged as a significant challenge in the digital age, exacerbated by the proliferation of social media and citizen journalism. Several key aspects were identified in the study:

1. **Spread of Misinformation:** Fake news often spreads rapidly on social media platforms due to the ease with which users can share content without verification. This poses a challenge for traditional journalists who must work harder to debunk false information.

2. **Impact on Credibility:** The presence of fake news has eroded public trust in both social and traditional media. Journalists are increasingly under pressure to ensure that their reporting is not only accurate but also perceived as credible in the face of widespread misinformation.
3. **Verification Processes:** The study revealed that many media professionals are adopting more stringent verification processes to counter the effects of fake news. This includes cross-checking information with multiple sources and relying on trusted news agencies.
4. **Role of Citizen Journalism:** While citizen journalism can democratize news dissemination, it also contributes to the spread of unverified and potentially false information. The lack of professional standards among citizen journalists means that traditional media must often step in to correct or verify the news.
5. **Public Perception:** The rise of fake news has led to a more skeptical public, which can be both a challenge and an opportunity for traditional media. The need for transparent reporting and clear communication about the source and verification of news has never been greater.

These findings underscore the need for a more robust approach to fact-checking and verification in journalism, particularly in the context of the growing influence of social media and citizen journalism. Traditional media outlets are in a unique position to lead the fight against fake news by setting high standards for accuracy and reliability.

Chapter 5:

Findings of the Study

This chapter presents the key findings derived from this research study conducted among journalists in the New Delhi/NCR region concerning the cultivation of ‘social media’ and the impact of ‘citizen journalism’. The study aimed to explore the evolving landscape of journalism in the digital era, particularly focusing on how journalists engage with the social media platforms and the influence of citizen journalism on traditional journalistic practices. Through the rigorous analysis, researcher yielded several significant findings by this study. The findings of this study can be categorized into the several distinct themes or areas of inquiry which identified by the researcher.

For this study, researcher has effectively gathered the data from a diverse range of age groups to find out the more significant outcomes. The respondent’s age varied from below 21 years to above 60 years in which most of the respondents belonged between 21- 40 years. Researcher has also examined the employment distribution of media persons across the various media platforms, the finding revealed that the media persons are employed in different media platforms, with the majority working in newspapers followed by web media. This study aimed to gather data from various levels of media persons based on holding their post. News producers, journalists and social media handlers are aggressively participated in this study. Additionally, editor-in-chief of some media outlets are also had the contribution to this study. The findings revealed that media professional had a diverse range of experience, particularly in the media industry.

The study aimed to ascertain the utilization of ‘social media’ among the media professionals for the journalistic purposes. Consequently, the researcher examined the frequency of social media usage by media persons, as well as the amount of time they spent on various ‘social media’ platforms. The findings of the study indicate that a significant majority of media persons are actively using ‘social media’ platforms. Specially, 92.05% of the respondents reported using social media

actively, while only 7.95% stated that they do not use 'social media' actively. This outcome suggests a strong presence and engagement of media persons on social media. Here, the findings also indicate that a substantial portion of media persons dedicate a significant amount of time to social media platforms. On an average, they spend approximately 6 hours daily on 'social media' platforms. This fulfills the object No 1; To examine the practices and perceptions of journalists regarding social media cultivation and citizen journalism in the New Delhi/NCR region.

Further to analyse objective 2, this study reveals the diverse attitudes among the media professionals regarding the reliability of news trending on 'social media' platforms. A significant proportion of media professionals consistently find such news reliable, there exists a notable variability in trust among others. However, a considerable number of media professionals expressing distrust in news trending on social media. These findings highlight the need for critical evaluation and verification of news sources, especially those through social media channels. Therefore, the data analysis reveals that the significant portion of media persons prefer social media as news source. However, a majority of media persons intermittently rely on these platforms for the same. Overall, the findings suggest that 'social media' has become a prominent and influential source of news.

In continuation Objective 3 has been analyzed in detail with the findings put forward that social media platform are indeed relevant sources of news for media professional in the journalism field as indicated by the majority of individuals who utilize them on a daily basis. Moreover, the analysis indicates that X (Former Twitter) is the most commonly used 'social media' platform among media persons for professional journalism followed by Facebook. LinkedIn and Instagram are also used by the media professional but less preferred. Therefore, X (Former Twitter) emerges as the dominant platform among media professionals for their journalists' activities. Furthermore, the data strongly suggests that the majority of media persons have been using 'social media' in their professional journalism for at least two years, with a significant portion exceeding this timeframe.

In additional analysis, the predominant activities of media persons on social media

platforms include social networking and professional connections. Apart from this, they also utilize these platforms for sharing news stories/articles and expressing.

The research supports Objectives 4 and 5 which show that during the workday, journalists spend over six hours on social media for professional purposes. It also illustrates the hurdles to adapting to the digital environment, such as relying on too much information, and concerns over the reliability of the content. Further, Objective 5 reveals the primary use of social media for media professionals is to network and build professional connections. They also use social media for sharing news stories, articles, or expressing ideas and opinions.

personnel opinion. Here, findings underscore the multifaceted nature of social media usage among the media professionals. It also suggests a diverse range of approaches of media professionals to measuring success in social media, such as the number of likes, number of shares, follower growth and number of comments. However, the major finding is that a significant portion of media persons do not measure the success of their 'social media' activities. Moreover, researcher analysed the engagement of media persons with their audience through the social media. The finding is indicating a range of engagement behaviors among the media persons. However, a substantial research population is active in engaging with their audience on social media.

Based on further analysis, it appears that a significant portion of media personnel, specifically 72.9% have not received formal training in using social media for journalism. This indicates that a notable proportion of media persons are utilizing social media platforms for journalism without formal training in this area. It highlights a potential need for more structured trainings, such training could enhance the quality and professionalism of journalistic practices in the digital era. Additionally, a significant portion of research population heavily relies on social media for sourcing news stories. This reliance suggests a shift in traditional news source patterns, with 'social media' increasingly becoming a primary source of information for many media professionals. Further findings present a clear picture of the attitudes among the media professionals towards the role of 'social media' in enhancing journalism work. A majority of media persons strongly disagree with

notion that social media enhances their journalism work, while a minority of journalists perceive social media as more beneficial for improving their work.

At this point, the findings are about the ethical dilemmas faced by media persons when using social media professionally. It has been shown that the majority of media professionals have not encountered ethical issues while professionally using social media in their professional capacity. This underscores the significance of ethical awareness among the media professionals when utilizing social media platforms for journalistic purposes. However, the primary purpose for using social media in professional journalism work varies among media persons. The data suggests that journalists employ social media for various purposes including newssourcing, information gathering, information networking, content promotion and personal branding. If a researcher discusses the impact of 'social media' on reporting skills of media professionals, the findings suggest that the 'social media' has had a varied impact on the reporting skills of media professionals. Overall, 'social media' can be a valuable tool for enhancing reporting skills for some; however, it may not be universally beneficial.

In the continuation, researcher also analysed the extent use of social media for investigative journalism. The findings reveal a diverse landscape of social media usage in investigative journalism, with a notable proportion of media persons utilizing it either moderately or rarely. This underscores the importance of considering multiple sources and approaches in investigative reporting by the media persons. Furthermore, the data elucidates the opinions of media professionals regarding whether social media has made journalism more collaborative. A significant portion of media persons agree or strongly agree that the social media has enhanced collaboration in journalism, while there is also a major group expressing a neutral attitude towards this. Here, the data underscores the complexity of the relationship between 'social media' and collaboration. The findings also show that a substantial number of media professionals employ social media, either frequently or occasionally, for real-time reporting. This indicates the significance of 'social media' platforms as tools for disseminating information in real-time.

Moreover, the researcher find out the opinion of media professional regarding whether ‘social media’ enhance the credibility of their journalism work. The findings are indicating uncertainty or perhaps a lack of clear conviction on this matter because around half of the research population expressed a natural stance. Further data showing the findings regarding the use of social media for crowd- sourcing information or opinions for journalism work. The data underscores the significance of social media as a tool for journalists to gather information and opinions, with a majority of media professional either often or sometimes relying on these platforms for their journalistic work.

The findings regarding whether the social media has expanded the range of available sources indicate a significant majority of media persons perceive social media as expanding their range of news sources. These the findings suggest that social media plays a crucial role in diversifying the information landscape for a substantial portion of population. Conversely, only a small fraction expressed that social media has not expanded their news sources at all. Overall, the data strongly supports the statement that ‘social media’ has indeed expanded the range of news source available to most media professionals.

In this study, researcher also analysed the impact of ‘citizen journalism’ on the ‘traditional journalism’. Initially, researcher tried to find out whether traditional media incorporates citizen journalism into their reporting. The findings regarding the incorporation of citizen journalism into reporting by media persons reveal interesting insights. Approximately, one-fourth of the research population reported frequent usage while around half of the population reported occasional integration. These data indicate that ‘citizen journalism’ plays a significant role in traditional reporting practices. Moreover, researcher made effort to establish the definition of citizen journalist according to the different media persons because definition can be dissimilar. The findings reveal that around 40% of the population defined citizen journalist as either user-generated content by non-professional individuals or active participation of citizens in reporting news events while half of the population adopted both the definitions of citizen journalism. According to the findings, which citizen has active participation in reporting news event and also generate news content called citizen

journalist.

Furthermore, the researcher analysed the level of contribution of citizen journalism to the overall information landscape. The findings reveal that half of the population believed 'citizen journalism' makes a positive contribution either significantly or moderately to the overall information landscape. Conversely, one-fourth population believes it contributes minimally to this purpose. Based on the findings, researcher can conclude that citizen journalism has a relatively contribution to the overall information landscape. The researcher also analysed how much citizen journalism influences the content of mainstream media. The findings have shown that one-fourth of the research population believes that 'citizen journalism' greatly influences the content of 'mainstream media', while half of the population believes it has some influence. Hence, the citizen journalism significantly influences the content of mainstream media.

The credibility of news stories is a critical aspect, especially in today's landscape saturated with fake news and misinformation abound. This pertains equally news stories from traditional media outlets. In light of this, researcher has analysed the impact of 'citizen journalism' on traditional media's news stories. The findings indicate that 'citizen journalism' has a markedly positive effect on the credibility of news stories. A majority of population believes that citizen journalism either greatly enhances or improves the credibility of news stories. This suggests that citizen journalism plays a valuable role in bolstering the credibility of news stories, as perceived by media professionals. Additionally, researcher has assessed the level of impact of 'citizen journalism' on the journalism practices of 'traditional media'. The findings reveal that a significant population of the research feels that citizen journalism has positively influenced the traditional journalism practices.

Furthermore, researcher has analysed whether 'citizen journalism' poses a threat or offers an opportunity to 'traditional journalism'. The findings suggest that the majority of the

study's population view citizen journalism as an opportunity while minority perceives it as a threat to 'traditional journalism'. According to these findings, the citizen journalism has emerged as an opportunity for traditional journalism. Moreover, researcher discussed about the reliability of news which generated by the 'citizen journalists'. The findings reveal that a major population of the study believed news from citizen journalists to be less reliable compared to news which generated by traditional journalists. A small population believed that

news from citizen journalists more reliable compared to traditional media. These findings underscore the little complexity about reliability of news which generated by citizen journalists. However, the findings have more weightage towards the less reliability in terms of citizen journalist's generated content.

The research utilized a five-point scale to investigate whether citizen journalism led to more diverse view points in the news. According to half of the surveyed media professionals, citizen journalism indeed leads to a more diverse range of viewpoints in the news while around 40% of the media professional expressed neutrality on this matter. These findings suggest that citizen journalists offer unique perspectives compared to traditional media outlets. To further explore this conclusion, the researcher also examined the opinions of media professionals regarding whether citizen journalism increase the public engagement with the news. The results disclosed a significant trend towards increased public engagement with news due to citizen journalism while over half of the population expressing agreement, there is strong support for the notion that 'citizen journalism' has public engagement with news. Overall, the findings suggest that 'citizen journalism' plays a significant role in shaping public engagement with news, fostering a more diverse range of perspectives in the news landscape.

Citizen journalism was a key focus of this study, promoting thorough research into its various aspects in comparison to traditional media. Here the researcher presents findings on whether citizen journalism has affected the news cycle of 'traditional media'. According to the data, the majority of media professionals believed that citizen journalism has not

significantly impacted the news cycles of the traditional media. Furthermore, researcher explored the surveyed population's perceptions regarding the role of 'citizen journalism' in fact-checking and verifying news. The findings indicate that a majority of media professionals hold either positive or neutral perception of citizen journalism's role in this aspect, there is a notable subset expressing concerns about its effectiveness or even potential to hinder the accuracy of news. Additionally, the findings revealed that 'citizen journalism' has had a slight impact on the editorial process of mainstream media. This research also established the complex relationship between the 'citizen journalism' and 'mainstream media' outlets.

In the continuation, researcher has investigated whether citizen journalism does affect the ethical considerations of mainstream media and journalism practices. The findings have shown that a significant portion of research's population perceive either a positive or negative impact of citizen journalism on ethical consideration, the large group of population sees no impact. This indicates a diversity of opinions among the media professional regarding the influence of 'citizen journalism' on the ethics of mainstream media and journalism practices. At the other hand, the relationship between 'traditional journalism' and 'citizen journalism' include perceived lack of professional standards and credibility concerns in citizen journalism reporting, along with information overload. Despite these obstacles, opportunities for positive collaboration between the two forms of journalism are acknowledged, suggesting avenues for improvement and cooperation in the media landscape.

The researcher has also investigated how media professional envision the future of journalism with the coexistence of 'traditional journalism' and 'citizen journalism'. The findings present a diverse landscape about the future of journalism with traditional and citizen journalism coexisting. A significant portion of the research population envisions a collaborative and symbiotic relationship between the two forms of journalism, while a notable segment anticipates growing tension and competition between them. Another portion predicts a diminished role for traditional journalism while substantial amount of

population express uncertainty about the future relationship. Overall, the findings suggest a complex landscape between these two forms of media. Further analysis regarding the discussion of social media's importance in journalism by organizational management reveals that a major population of media professional which comprised around 90%, either regular or occasionally engage in such discussions.

The traditional media outlets regularly discuss the importance of social media; however, do they have any specific policies regarding the use of this for journalistic purposes? Therefore, the findings about the specific policy reveal that a minority of media organizations has specific and detailed policies regarding the use of 'social media' for journalistic purpose while most of the media organizations rely on general guidelines rather than specific policies when it comes to use social media for journalistic purposes. Additionally, these organizations also have not provided comprehensive training to their journalists for the effective use of 'social media' in journalism, although some of the organizations offer the basic training in this area. Furthermore, media outlets appointed a designated team or individuals responsible for social media related any activities but some media houses are still thinking about this.

Researcher also investigated the management reactions through the media's individuals regarding the innovative use of 'social media' by journalists. The findings occur that the majority of management demonstrates a positive or neutral stance towards the innovative use of 'social media' by journalists. Over 79% of media professionals perceived management as either very encouraging or somewhat encouraging, while only a small fraction expressed indifference or discouragement. This indicates a generally favorable environment for journalists seeking to explore innovative social media strategies within their organizations. Furthermore, media organizations actively monitor the social media engagement and its impact. The study's findings indicate that approximately 90% of the study's population responded extensively or to some extent on this matter.

There are findings on how often management provides feedback on social media activity. According to a significant portion of study's population, management provides feedback

only to some extent or rarely. A small fraction of population receives feedback extensive either or no feedback at all. This suggests a need for more consist and comprehensive feedback mechanism from management regarding social media activity. Further data reveals that a substantial portion of media professionals affirm that their management provides access to exclusive or paid social media platforms/tools for better engagement. Conversely, approximately one-fourth of media professionals indicate a lack of such access. This underscores the further improvement in communication regarding the social media engagement/tools within organizations.

Moreover, researcher has analysed the organization's management approaches regarding encouraging to participation in workshops or webinars on social media. The findings established the conclusion that the organization generally displays a positive or neutral attitude towards attending workshops or webinars on 'social media' while according to small population of the study, the organization's management express discouragement regarding this. To address the current scenario, management of media outlets must engage in proper planning regarding the various aspects of 'social media'. Based on the findings, a significant portion media professional indicates the presence of some form of system for regular updates and feedback on social media trends from management. Furthermore, a notable population expressed uncertainty regarding the existence of such system. There seems to be informality in the system, there are still areas for improvement.

These findings encapsulated the significant discoveries drawn from a comprehensive research effort involving media professionals within the Delhi/NCR. The outcomes also encompassed the various dimensions of integration of social media with 'traditional media'. The influence of 'citizen journalism' on the 'traditional media' also was the important aspect of the study, it has undeniable had a significant impact on 'traditional media'. The research aimed to unravel how journalists engage with social media platforms and the ensuring impact on traditional reporting practices. Through meticulous analysis, the research unearthed several noteworthy insights.

5.1. Conclusion

In conclusion, the study highlighted the significant role of ‘social media’ and ‘citizen journalism’ in shaping the traditional and contemporary media landscape. This research underscored the need for continuous adaptation, training and ethical consideration among media professionals and media organizations in respect the ‘social media’. The findings of this study shed and light on the evolving landscape of journalism in the digital era. This study particularly focused on the utilization of ‘social media’ platforms and the influence of ‘citizen journalism’ on traditional journalistic practices among media professionals in the Delhi/NCR region. In this chapter, key conclusion drawn by the researcher.

The based on the findings of this study, it can be concluded that media professionals are highly active user of social media platforms. The data analysis also revealed diverse patterns of social media usage among media professionals/journalists in the New Delhi/NCR region. These media professionals are using various platforms of social media as generally connect as well as for professional work. However, they have robust engagement with X (Former twitter) for professional purposes as compared to other ‘social media’ platforms like Facebook, LinkedIn, Instagram, Whats App and others.

Additionally, this study suggested that most media professionals have been using social media in their professional journalism for an at least two years or exceeded this timeframe. Media professionals spend an average of 6 hours daily on ‘social media’ platforms, it is indicating a strong presence and engagement of them. The high level of engagement of media professional with ‘social media’ is revealing the importance of it as a tool for communication, networking and sharing information within the media. According to this study, social media emerged as source for newsgathering, dissemination information among journalists and tool of professional development. These factors highlighted the widespread adaptation and integration of social media among the media professionals.

The researcher concluded the perceptions of the media professional about the ‘social media’ by this study. The findings of this study indicated mix perceptions of media professionals regarding this. A significant portion of journalists expressed the concerns in respect the reliability and authenticity of news content circulated on ‘social media’. However, a considerable number of media professionals acknowledged the role of ‘social media’ in providing real-time updates and diverse perspectives on news events. This study also indicated to social media as valuable tool for enhancing reporting skills for some media professional, it may not be universally beneficial. Social media is a preferred new source for media professionals but there is variability in trust regarding news trending on these platforms. This study emphasized the importance of critical assessment of ‘social media’ as news source.

The results of this study suggested that media professionals are gradual shifting towards incorporating social media tools and techniques into traditional newsroom workflow. Many journalists or media professionals reported using ‘social media’ for monitoring breaking news, conducting background research and engaging with audience. The opinions of media professional varied on some points, they perceived social media as more beneficial for improving their work, although some expressed concerns about its impact on reporting skills and ethical dilemmas. The findings of this study underscored the potential need for more structured training programs to equip media professionals with the skill necessary to effectively leverage social media platforms for journalistic practices in the digital era. Overall, the findings emphasized the pervasive influence of ‘social media’ in shaping the practices and interactions of media professionals.

The study explored the impact of ‘citizen journalism’ on professional journalistic practices and the dynamics of news production. The findings concluded a complex relationship between traditional journalism and citizen generated content, with journalists recognizing both opportunities and challenges join together with citizen participation in news

dissemination. However, some of media professionals expressed the concerns about the reliability and accuracy of user-generated content. This study established the role of citizen journalism as it contributes to the overall information landscape of traditional media. Citizen journalism is also positively influencing the credibility and editorial process of contemporary media. Although, there are perceived benefits such as diverse viewpoint and increased public engagement.

Additionally, researcher perceived diversity in viewpoints of media professionals about the citizen journalism. According to them, media outlets increase the public engagement due to the 'citizen journalism' but there are concerns about its reliability and impact on news cycles. Despite challenges and ethical considerations, citizen journalism is generally viewed as an opportunity rather than a threat to 'traditional journalism'. Media houses are fostering collaboration and diversity in news reporting practices with citizen journalism. This study suggests a spectrum of engagement levels among media professionals with citizen journalism while a substantial portion of media professionals actively embrace it. Therefore, citizen journalism emerges as a significant contributor to the information landscape according to the media professionals. However, there is still room for further exploration and utilization within the media landscape.

Furthermore, researcher concluded the role of management in promoting social media usage among journalists. On the organizational front, media outlets generally support innovative social media strategies by journalists, with a favorable environment for exploration and experimentation. However, there is a lack of comprehensive 'social media' policies and formal training provided by media organizations. This study also established the conclusion that many media organizations are monitoring the social media engagement of their journalists. Despite this, there is a need for improvement in providing consistent feedback communication on social media to their journalists. This study also indicates that media organizations should improve the communication mechanisms, also make the facility to access to exclusive tools for better engagement. Overall, the findings underscored

the evolving dynamics of journalism in the digital scenario. Additionally, media outlets are emphasizing the importance of adaptation, training and ethical considerations of social media for media professionals.

In broad conclusion, the cultivation of social media and proliferation of citizen journalism lead various challenges and opportunities. Researcher identified issues related to information overload, verification of user-generated content and maintaining professional standards amidst digital disruption, these are considered as challenges. Conversely, opportunities were recognized in terms of increased audience engagement, access to diverse sources and innovative storytelling formats facilitated by social media.

5.2. Future Scope:

Building upon the insights gained from this study, several avenues for future research and exploration emerge:

1. **Longitudinal Studies:** Future research could focus on longitudinal studies to observe how the integration of social media and citizen journalism evolves over time among media professionals. This would help in understanding long-term trends, shifts in usage patterns, and the sustained impact on traditional journalistic practices.
2. **Comparative Studies Across Regions:** Expanding the study to include media professionals from different regions, both within India and internationally, would provide a broader understanding of how cultural, political, and technological contexts influence the adoption and impact of social media and citizen journalism.
3. **Impact of Emerging Technologies:** As new technologies like artificial intelligence (AI), machine learning, and blockchain continue to develop, their influence on journalism practices warrants exploration. Future studies could investigate how these technologies interact with social media and citizen journalism, potentially reshaping the media landscape further.
4. **Ethical Framework Development:** There is a need for research focused on developing

comprehensive ethical frameworks that guide the use of social media and citizen journalism in professional journalism. This could include creating standardized guidelines for verifying user-generated content and maintaining journalistic integrity in the digital age.

5. Training and Education Programs: Future studies could explore the effectiveness of various training and education programs designed to equip media professionals with the skills necessary to navigate the challenges posed by social media and citizen journalism. This research could inform the development of curricula for journalism schools and professional development courses.

6. Audience Engagement and Behavior: Understanding the audience's role in this evolving landscape is crucial. Future research could focus on audience behavior, preferences, and trust levels in news content generated through social media and citizen journalism. This would provide valuable insights for media organizations to tailor their strategies for audience engagement.

7. Policy and Regulation Studies: As social media continues to play a significant role in journalism, future research could examine the impact of government policies and regulations on social media usage by journalists. This includes studying the balance between freedom of expression and the need for regulation to prevent the spread of misinformation.

By exploring these areas, future research can continue to contribute to the understanding of how social media and citizen journalism are reshaping the field of journalism, helping media professionals and organizations adapt to the dynamic digital landscape.

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Appendices

Questionnaire

This survey aims to study the “**Cultivation of Social Media and Effect of Citizen Journalism: A Study among Journalists in New Delhi/NCR Region**”. The gathered information through this questionnaire will be used only for research purpose. It is to assure you that your response will be completely anonymous and shall kept confidential.

Name..... Age..... Gender ☐ M ☐ F
Education..... Organization

Place..... Email/Mobil.....

Q.1 Age Group

- A. Less than 21 yrs ☐ B. 21-30 ☐ C. 31- 40 ☐
D. 41-50 ☐ E. 51-60 ☐ F. Above 60 ☐

Q.2 Your are working in which type media platform?

- A. Television ☐ B. Newspapers ☐
C. Web Media ☐ D. Other

Q.3 Which post you hold in the organization?

- A. Editor-in-chief ☐ B. Journalist ☐ C. Freelancer Journalist ☐
D. News Producer ☐ E. Social Media handler ☐ F. other.....

Q.4 How much experience do you have as media person?

- A. 0-5 yrs ☐ B. 6-10 yrs ☐ C. 11-15 yrs ☐
D. 16-20 yrs ☐ E. Above 20 yrs ☐

Q.5 Do you actively use Social Media Platform?

- A. Yes ☐ B. No ☐

Q.6 How much time do you spend on Social Media platform on daily basis?

- A. 0-2 hrs ☐ B. 2-4 hrs ☐ C. 4-6 hrs ☐
D. 6-8 hrs ☐ E. More than 8 hrs ☐

Q.7 Do you find news reliable which trend on social media platform?

- A. Yes ☐ B. No ☐ C. Always ☐ D. Sometimes ☐

Q.8 Do you prefer social media news as news source?

- A. Yes ☐ B. No ☐ C. Sometimes ☐

Q.9 How frequently do you use social media for professional journalism?

- A. Several times a day ☐
B. Once a day ☐
C. Once a week ☐
D. Rarely ☐
E. Never ☐

Q.10 Which social media platforms do you use most frequently for professional journalism?

- A. Facebook ☐
B. X (Former Twitter) ☐
C. LinkedIn ☐
D. Instagram ☐
E. Others (Please specify.....)

Q.11 For how long have you been using social media in your professional journalism?

- A. Less than a year ☐
B. One year ☐
C. Two years ☐
D. Others ☐

Q.12 What type of content do you typically post on social media?

- A. News stories/articles ☐
B. Personal opinions/commentary ☐
C. Behind-the-scenes content ☐
D. Professional connections ☐
E. Social Networking ☐
F. Others ☐

Q.13 How do you measure the success of your social media activities? (e.g., engagement, followers)

- A. Number of likes ☐
- B. Number of shares ☐
- C. Follower growth ☐
- D. Comments ☐
- E. I don't measure ☐

Q.14 How often do you engage with your audience on social media?

- A. Frequently ☐
- B. Occasionally ☐
- C. Rarely ☐
- D. Never ☐
- E. Can't say ☐

Q.15 Have you received any formal training in using social media for journalism?

- A. Yes ☐
- B. No ☐

Q.16 How much do you rely on social media for sourcing news stories?

- A. Heavily ☐
- B. Moderately ☐
- C. Slightly ☐
- D. Not at all ☐

Q.17 Do you believe social media enhances your journalism work?

- A. Strongly agree ☐
- B. Agree ☐
- C. Neutral ☐
- D. Disagree ☐
- E. Strongly disagree ☐

Q. 18 Have you ever faced any ethical dilemmas while using social media professionally?

- A. Yes ☐
- B. No ☐
- C. Sometimes ☐

Q.19 What is your primary purpose for using social media in your professional journalism work?

- A. Sourcing ☐
- B. Information ☐
- C. Professional Networking ☐
- D. Content Promotion ☐
- E. Personal branding ☐

Q.20 How has social media impacted your reporting skills?

- A. Significantly improved ☐
- B. Improved ☐
- C. Somewhat improved ☐
- D. No impact ☐

Q.21 To what extent do you use social media for investigative journalism?

- A. Extensively ☐
- B. Moderately ☐
- C. Rarely ☐
- D. Never ☐

Q.22 Do you think social media has made journalism more collaborative?

- A. Strongly agree ☐
- B. Agree ☐
- C. Neutral ☐
- D. Disagree ☐
- E. Strongly disagree ☐

Q.23 How often do you use social media for real-time reporting?

- A. Frequently ☐
- B. Occasionally ☐
- C. Rarely ☐
- D. Never ☐

Q.24 In your opinion, does social media enhance the credibility of your journalism?

- A. Strongly agree ☐
- B. Agree ☐
- C. Neutral ☐
- D. Disagree ☐
- E. Strongly disagree ☐

Q.25 Do you use social media for crowd-sourcing information or opinions for your journalism work?

- | | | | |
|-----------|--------------------------|--------------|--------------------------|
| A. Often | <input type="checkbox"/> | B. Sometimes | <input type="checkbox"/> |
| C. Rarely | <input type="checkbox"/> | D. Never | <input type="checkbox"/> |

Q.26 Has social media expanded the range of sources available to you?

- | | | | |
|------------------|--------------------------|---------------|--------------------------|
| A. Significantly | <input type="checkbox"/> | B. Moderately | <input type="checkbox"/> |
| C. Slightly | <input type="checkbox"/> | D. Not at all | <input type="checkbox"/> |

Q.27 How often do you incorporate citizen journalism into your reporting?

- A. Frequently ☐
- B. Occasionally ☐
- C. Rarely ☐
- D. Never ☐

Q.28 How would you define "citizen journalism"?

- A. User-generated content by non-professional individuals ☐
- B. Active participation of citizens in reporting news events ☐
- C. A combination of both ☐
- D. Other (please specify)

Q.29 To what extent do you believe citizen journalism contributes to the overall information landscape?

- A. Significantly ☐
- B. Moderately ☐
- C. Minimally ☐
- D. Not at all ☐

Q.30 To what extent has citizen journalism influenced the content of mainstream media?

- A. Greatly influenced ☐
- B. Somewhat influenced ☐
- C. No influence ☐
- D. Negative influence ☐

Q.31 How does citizen journalism impact the credibility of news stories?

- A. Greatly Improves ☐
- B. Somewhat improves ☐
- C. No impact ☐
- D. Somewhat diminishes ☐
- E. Greatly diminishes ☐

Q.32 In your opinion, to what extent has citizen journalism impacted traditional journalism practices?

- A. Positively ☐
- B. Negatively ☐
- C. No significant impact ☐
- D. Unsure ☐

Q.33 Do you consider citizen journalism as a threat or an opportunity to traditional journalism?

- A. Threat ☐
- B. Opportunity ☐
- C. Both ☐
- D. Neither ☐

Q.34 What is your opinion on the reliability of news from citizen journalists compared to traditional journalists?

- A. More reliable ☐
- B. Reliable ☐
- C. Less reliable ☐
- D. Not reliable ☐

Q.35 Has citizen journalism led to more diverse viewpoints in the news?

- A. Strongly agree ☐
- B. Agree ☐
- C. Neutral ☐
- D. Disagree ☐
- E. Strongly disagree ☐

Q.36 Do you believe citizen journalism has increased public engagement with news?

- A. Strongly agree ☐
- B. Agree ☐
- C. Neutral ☐
- D. Disagree ☐
- E. Strongly disagree ☐

Q.37 In your experience, has citizen journalism affected the news cycle?

- A. Yes ☐
- B. Sometimes ☐
- C. No ☐

Q.38 How do you perceive the role of citizen journalism in fact-checking and verifying news?

- A. Very helpful ☐
- B. Somewhat helpful ☐
- C. Neutral ☐
- D. Not helpful ☐
- E. Misleading ☐

Q.39 Has citizen journalism affected the editorial process in mainstream media?

- A. Significantly ☐
- B. Moderately ☐
- C. Slightly ☐
- D. Not at all ☐

Q.40 How does citizen journalism affect the ethical considerations of mainstream media and journalism practices?

- A. Increases ☐
- B. Somewhat increases ☐
- C. No impact ☐
- D. Reduces ☐
- E. Significantly reduces ☐

Q.41 What challenges do you perceive in the relationship between traditional journalism and citizen journalism?

- A. Credibility concerns ☐
- B. Lack of professional standards ☐
- C. Information overload ☐
- D. Positive collaboration opportunities ☐
- E. Other (please specify)

Q.42 Have you ever collaborated with citizen journalists or used citizen-generated content in your reporting? If yes, please share your experience.

- A. Yes ☐
- B. No ☐
- C. If yes, please describe

Q.43 How do you envision the future of journalism with the coexistence of traditional journalism and citizen journalism?

- A. Collaborative and symbiotic ☐
- B. Increasing tension and competition ☐
- C. Traditional journalism taking a backseat ☐
- D. Uncertain ☐

Q.44 What recommendations do you have for journalists to navigate the evolving landscape with the rise of citizen journalism?

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Q.45 Does your organisation's management discuss the importance of social media in journalism?

- A. Regularly ☐
- B. Occasionally ☐
- C. Rarely ☐
- D. Never ☐

Q.46 Does your organisation have specific policies regarding the use of social media for journalistic purposes?

- A. Detailed policies ☐
- B. General guidelines ☐
- C. No policies ☐
- D. Don't Know ☐

Q.47 Are there training programs provided by your management for effective use of social media in journalism?

- A. Yes, comprehensive training ☐
- B. Basic training ☐
- C. No training ☐

Q.48 Is there a designated team or individual in your organisation responsible for social media?

- A. Yes ☐
- B. No ☐
- C. Can't Say ☐

Q.49 How does the management react to innovative uses of social media by journalists?

- A. Very encouraging ☐
- B. Somewhat encouraging ☐
- C. Indifferent ☐
- D. Discouraging ☐

Q.50 Does your organisation's management actively monitor social media engagement and its impact?

- A. Extensively ☐
- B. To some extent ☐
- C. Rarely ☐
- D. Not at all ☐

Q.51 How often does management provide feedback on your social media activity?

- A. Frequently ☐
- B. Occasionally ☐
- C. Rarely ☐
- D. Never ☐

Q.52 Does your management provide access to exclusive or paid social media platforms/tools for better engagement?

- A. Yes ☐
- B. No ☐
- C. Can't Say ☐

Q.53 Does your organisation's management encourage attending workshops or webinars on social media?

- A. Strongly encouraged ☐
- B. Encouraged ☐
- C. Indifferently ☐
- D. Discouraged ☐

Q.54 Is there a system for regular updates and feedback on the latest social media trends from the management?

- A. Very structured ☐
- B. Informal ☐
- C. No such system ☐
- D. Can't Say ☐

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List of conferences

Ref. No.: BV / ICAM / ND / 1593(310) / 2023-2024 01-03-2024

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi

18th INDIACom; 2024 11th International Conference on
Computing for Sustainable Global Development
INDIACom - 2024

IEEE Conference ID: 61295
(28th February - 1st March, 2024)

This is to certify that Prof. / Dr. / Mr. / Ms. Ayushi Chopra of Research Scholar LPU has attended / contributed / presented a paper entitled An analytical Study on the perception of Citizen Journalism in the Digital Age with special reference to Social Media during INDIACom-2024; 18th INDIACom; 2024 11th International Conference on "Computing for Sustainable Global Development", organised by BVICAM, New Delhi.

(Prof. A. K. Saini)
Conference Chair

(Prof. M. N. Hoda)
General Chair

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Ref. No.:BVICAM/ND/862(I)/2023-2024

13 / 10 / 2023



IIPC, AICTE New Delhi




**Bharati Vidyapeeth's
Educational Complex, New Delhi**


CERTIFICATE

This is to certify that Prof. / Dr. / Mr. / Ms. Ayushi Chopra of Research Scholar LPU has successfully attended/contributed/presented a paper entitled The impact of Citizen Journalism and Social media on Traditional News in 02 Days National Seminar on "NEP-2020: Towards Holistic Education" during 13-14 October, 2023 organised by BVICAM, New Delhi.


(Dr. Sheel Nidhi Tripathi)
Associate Professor


(Mr. C. B. Sawant)
Regional Director




(Prof. M. N. Hoda)
Director

List of workshops

