

USE OF SOCIAL MEDIA TOOLS BY JOURNALISTS OF INDIAN NEWSPAPERS

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Abstract: The world is now witnessing successive development in both technology and democracy in the field of digital media. The Internet provides interactive features through social media networks like Face Book, Twitter, You Tube and Whatsapp. Social media has become an increasingly popular leisure activity over the last decade. Although most people's social media use is non problematic, a small number of users appear to engage in social media excessively and compulsively. The main objective of this study is to examine the association between addictive use of social media and self-esteem. Social media are increasingly being used as such in mainstream news coverage. Yet, while the research to far has focused mainly on the use of social media in particular situations, such as breaking news coverage, during crisis news events or in times of elections, little attention is paid to journalists' routine, day-to-day monitoring of social problems. The use and selection of social media as sources in routine news coverage. First it presents a quantitative overview of all the articles published in newspapers. It has changed the overall ways, mean median and methods of information representations, stores, retrieved, and dissemination of information.

Keywords: Face Book; Newspapers; Social Media; Sourcing; Twitter; You Tube; Flicker; Technology Adoption.

1.0 Introduction: The Indian media industry is growing rapidly at global level and according to price water house coopers (2012), the industry, with revenues of 8,50,000 corers in 2017, is set to grow robustly over the next few years. In the present globalized economy, to be competitive and successful, a media enterprise along with other basic resources such as money, materials, man power also needs high quality information resources. A media enterprise basically needs broad types of information sources to expand its body of knowledge as well as carry out its business process.

Indian Newspapers: an overview: That there has been a remarkable growth of the press in India, the daily as well as periodical press, is quite apparent and it is also supported by statistical information. The state of press in India, soon after independence in 1954, noted that "there has been a rapid growth in the number and circulation of daily newspapers in the country both in English and Indian languages". This is a list of the top 10 newspapers in India by circulation.

Rank	Newspapers	Headquarters	Language	July-December 2016
1.	Dainik Jagran	Kanpur	Hindi	39,21,261
2.	Dainik Bhaskar	Bhopal	Hindi	38,13,271
3.	The Times of India	Mumbai	Engilish	3,184,272
4.	Amar Ujala	Noida	Hindi	2,961,833
5.	Hindustan	New Delhi	Hindi	26,11,261
6.	Malayala Manorama	Kottayam	Malayalam	24,41,417
7.	Eenadu	Vijayawad	Telagu	18,66,661
8.	Rajasthan Patrika	Jaipur	Hindi	18,40,917
9.	Daily Thanti	Channail	Tamil	17,10,621
10.	Mathrubhumi	Kozhikode	Malayalam	14,73,053

Above figures include both print and digital subscriptions, are compiled by the Audit Bureau of circulations. Basically newspapers are consisting of current contents of latest happening all around the world. These contents are available to societies in many forms, as such contents, articles, editorial, press clippings, advertisements, classified, national, state, regional and local news contents and so on, spreading and distributed over wide ranges of topics dealing with subject related to politics, education, agriculture, trade, relations, food, cultures,

societies and many more. All these above news contents have impacted upon societies for their growth in socio cultural and economic developments. Because news contents are the prime source of information, through which one can aware about the day news and happening around their surroundings. Today, with the advancement of technology many and happening around their surroundings. Today with the advancement of technology many changes have been made to newspaper media. Today it looks different as compare to earlier. At present, apart from print media, news are become available online in more interactive format, consisting of multimedia applications such as text searchable, image or photo of the news, audio and video from of news are also placed. These online sources of news are quite improved version as compare to print format for its flexibilities nature and variation of use.

1.1 Social Media

Haenlein and Kaplan opined that the individuals continuously use social media to create publish and modify content on Internet in a collective and participatory manner. Lon Safko Defined social media as the media people use to become social. Safko believed that this was an oversimplified definition of the term; however, this simple definition could be a good point from which to start the analysis. He divided the term into two parts: first, he defined “social” as the instinctive needs that individuals have to connect with others. According to Blossom, these connectiobs influence publics. Blossom defined social media as avery accessible method or technology that allows individuals to simply inspire or impact other groups of individuals.

1.2 Social Networks

The term social network is closely related to the term social media. McQueen defined social networks as some Internet websites that enable users to form networks of associations and to share spread messages and videos. According to Ellison and Boyd, social network is a web-based service so people can build profiles and create acquaintances within a structure and see and navigate their list of relations and connections rather than towards sharing information via these networks. Furthermore, most studies describe social networks as webs for public connections rather than information.

2.0 Social Media and Journalism

Today, the newspaper media are having profound growth to deliver the enormous amount of news contents via social media. Social media becomes a new avenue for news content which connects unlimited resources or content utilization. These days, a lot and free of cost public domain information is available on various social media based newspaper articles which can be downloaded for personal, official usage or by academic research scholars for their study. Over the last few years, the use of social media has become an increasingly popular leisure activity in India and across entertainment and social activity including playing games, socializing, passing time, communicating, and posting pictures. Although this has quickly become a normal modern phenomenon, encores have been raised regarding the potential addictive use of social media. Undoubtedly, Social media have become a fundamentally new source in most of the newsrooms around the world. There is now available a wealth of potential news sources: some of which are reliable while others are not, but through one portal, access of hundreds of thousands of people throughout the world has been phenomenal. Social media offer first –hand eyewitness accounts going on, so there is much more direct communication between the journalists himself and the event happening. This has constituted a fundamental change in communication and in reporting. Breaking news goes first to social media networking because it is there that people first communicate about event and happenings. Only a few years ago, it would have been unaffordable and risky for journalists to cover news about events taking place in faraway places, but now it is much less expensive.

There exists dichotomy between the perceived benefits of social media in newspaper libraries and the actual impressions, views, and desires of patrons. The social media are cherished more by libraries or library users. Scientific data on the number of journalists using social media are hard to find, but it is safe to say that a majority of contemporary journalists use Twitter for breaking news coverage, during crises and conflicts or times of elections, less attention has been paid so far to journalists’ routine, day-to-day monitoring of social media platforms.

For media journalists, social media can fulfill different functions at the same time. Whereas news organizations are particularly interested in social media strengthen customer relationships, individual journalists take a more informal and personal approach: rather than promoting links to their published articles, they primarily use social media to take about they are working on, share opinions and ideas or for live-blogging. That the Twitter functions as a social space where journalists keep in touch with their peers and professional network, find new contacts, and discuss news and issues in a similar way to how they do. The social media as an ambient environment where journalists can monitor the constants stream of news and information and detect “trends and

issues hovering under the news radar” As such twitter is increasingly used by journalists as a personal news wire.

3.0 Social Media Use by Journalists

Scientific data on the number of journalists using social media are hard to find, but it is safe to say that the majority of contemporary journalists use Twitter and Facebook for professional purposes. That social media has become a popular, if not indispensable, tool for news gathering in various domains, ranging from politics and foreign news to sports and celebrity news. However, while the research on the use of social media in journalism has mainly focused on the role of Twitter for breaking news coverage, during crises and conflicts or in times of elections, less attention has been paid so far to journalists’ routine, day-to-day monitoring of social media platforms.

For journalist, social media can fulfill different functions at the same time. Canter found that, whereas news organizations are particularly interested in social media as a platform to market their news content, increase traffic to their websites and strengthen customer relationships, individual journalists take a more informal and personal approach: rather than promoting links to their published articles, they primarily use social media to talk about what they are working on, share opinions and ideas or for live-blogging. The twitter functions as a social space where journalists keep in touch with their peers and professionals network, find new contacts, and discuss news and issues in a similar way to how they do it in the pub or canteen.

3.1 Twitter

The Twitter is a social media platform or site which is also known as a “microblogging” platform that enables its users to share and post media message made of 140 characters only via their mobile phones or the Internet. Messages sent through Twitter are called tweets. Jack Dorsey, the co-founder, was the first person to send the first message on the 21st of March in 2006. In August 2011, it was announced that Twitter created approximately up to 200 million messages a day. A month later, Twitter announced that the number of its active users had reached 100 million all over the world. Thirty percent of their tweets were about their statuses and their activities, while 10 percent were linked to blogs and news articles.

3.2 Twittering the News

According to Sheetal and Angela, Twitter is a channel that allows citizens to freely disseminate information and allows its users to share timely, widely –spread information rapidly. The role Twitter had played during the terrorist attacks that took place in Mumbai in 2008. They used a content analysis technique of Twitter feeds. It is found out that citizens reported what they had witnessed. Moreover, Indian residents reported tweets concerning hospital records and shorts that were still being fired. Significantly, traditionally media outlets like the BBC and Cable News Network (CNN). Furthermore, during an earthquake in Chile, Twitter used as an information dissemination tool to report on what was happening. When journalists were not able to cover the crises on their own, Citizens participated in the 4 production of news. This procedure is called ‘Ambient Journalism.’ However, Twitter can allow journalists to investigate the source of information, as it makes users’ social graph available just like profile as well as the messages they tweeted.

3.3 Tweet Credibility

Twitter was mostly used in hard news and local stories, rather than in feature news and international stories. This supports the notion that, in general, reporters use Twitter in their hard news coverage. Further, it has been found that journalists used private figures’ tweets more likely than public ones which mean that journalists are progressively integrating unknown sources in their reporting process. However, these unknown tweets were mainly used for commentaries rather than for reporting, which indicates journalists’ doubtfulness and hesitation in using citizens’ tweets as accurate information sources. It has also been concluded that journalists used Twitter to get feedback rather than information from their audiences.

3.4 Facebook

Face book is a social media site established by Mark Zuckergon the 4th of February, 2004. He aimed at giving the people the power to share and make the world more connected and open by enabling them to be connected with others via sharing videos, pictures, links and information. Furthermore, Face book is used by news outlets, celebrities and customers with their news and latest developments.

Many journalists still depend on Twitter for keeping updated about great ongoing events and news happening around the world. However, Face book company is trying to gain some of this spotlight by developing a product aimed at giving Face book a place in every day’s news article which people read. This product, called “signal”, is an open tool for journalists who aim at sourcing news in order to discover, gather and establish news that is

worth publishing using Face book as a source. This product shows news collectors what is being circulated via the Face book social network, and enables them to search intensively into posts from the public. Signal is designed so journalists can dig for news by searching for certain topics which they call hash tags. They compile all the content they obtain into a packed called collections which they can or refer to later.

3.5 YouTube

The YouTube is an online site for the public to communicate with each other. It enables its users to upload their videos and allows the public to view these videos. It is similar to a video library with videos that range from amateur to more specialized, professional videos. People can fine on YouTube was launched 2005 By Steeve Chen, Jawed Karim, and Chand Hurley. The three of them created the idea of YouTube in order to present their work to the public. Public use YouTube because it is easy to use, it offers a variety of videos covering different field and provides entertainment, action, news, music, and educational videos. Business people can also small cost. Even music composers can release their work via YouTube. At the same time, they can receive feedback on their work from the public.

News is a fast growing area on YouTube. There are three classifications of news videos: original videos, records of old video material, and rebroadcasts of contemporary material. Media institutions, news companies, and citizen journalists put videos on the database of YouTube. YouTube has become one of the highest sources in many categories.

3.6 WhatsApp

WhatsApp is a free application to be easily downloaded on smart phones, allowing its users to communicate with other via testing messages. According to Newspaper Hindu, its users could exchange different types of messages like texts, videos, pictures and audio files at no charge as WhatsApp functions through an Internet connection. In January 2015, the number of WhatsApp users reached 700 million users, and it become the largest online application on the market. Facebook purchased WhatsApp and it become very popular among teenagers. it can be used to share locations and to send messages to multiple people simultaneously through organized list of contacts there by allowing its users to keep in touch with each other.

3.7 WhatsApp in Journalism

WhatsApp had become an integral part of over one billion user's pockets around the world. It had become a messaging application, as well as a broadcast platform to deliver news stories or updates to a current story which news organizations made great use of. Furthermore, WhatsApp can act as a public service platform delivering announcements.

4.0 Conclusion

News content on Social media "the information highway" have established themselves as a viable and supporting in publishing news. The main reason for their growth at a global level is directly proportional to high rate of growth in news publication which makes the high income country to give a better output in news items. However, a developing economy like India is doing excellently in the publication of news paper market because India has also followed the social media "information for all". An important, thought tentative, findings is that social media do not seem to be subject to the typical "hierarchy of credibility" in journalistic sourcing. That for many of today's newspaper journalists monitoring social media platforms has become a part of their daily news gathering routines. This does not means, however, that social media dominate the newspaper content as a source of information. On the contrary, the number of articles citing social medias as a news source appears to be low. On average, both Flemish quality newspaper publish only few articles per day referring to Face book, Twitter and /or YouTube, either as subject or as source, or both. The social media sites function as a source of information. Face book and Twitter are more popular as a journalistic source in the newspaper than YouTube. Media of India consist of several different types of communications media: television, radio cinema, newspapers, magazines, Internet -based Web sites. Many of the media are controlled by large for- profit corporations who reap revenue from advertising, subscriptions, and sale of copyrighted material. India also has a strong music and film industry. India has more than one lakh newspapers and over 857 Satellite television channels and is the biggest newspaper market in the world over 100 million copies sold each day.

The Indian media was initiated since the last 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumiere moving pictures in Bombay initiated in during the July 1895 is among the oldest largest media of the world. Indian media-private media in particular has been "Free and Independent" throughout most of its history. The period of emergency (1975-1977), declared by the then Prime Minister Indira Gandhi, was the brief period when India's media was faced with potential government retribution.

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