

Impact of Twitter in News paper - A Study

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Abstract

This study examined the impact of social media on print journalism, with a focus on Dainik Jagran, a hindi daily newspaper owned by Jagran Prakashan Limited publishing house. The study investigated how the advent of new media namely Twitter, among other social media platforms, has affected news sources and forced news papers to must have a dedicated column for the information archived through it. Today, in the age of social media, the news papers not only publish news getting from conventional media but also giving space to social media platforms because of the different tastes of the readers. Among these Twitter is one of them. The aim of this paper is to evaluate the impact of twitter in columns of news papers or can say, the present paper is a study to examine how social media is included in news column of the paper. It offers a better understanding of how technologically changing environment impact the news coverage in newspaper columns.

Keywords: Social media; Twitter; news media; social networking sites

Introduction

News was first read in newspapers, and then news started reaching the ears of people in the form of Akashvani. Later, when the era of television came, people started listening to news and views of their interest as well as seeing it live. Until the era of television, we used to know the news of the world by sitting in our home or office through all these mediums. But in this era of information revolution, now the whole world has come in our pocket. Still people spend much more time to read the newspapers for reliable and verified information.

The Indian Readership Survey (IRS) data released for Q1 of 2019 reveals that the overall readership of newspapers has grown from 407 million readers in 2017 to 425 million readers at the end of the first quarter of 2019.[1]

Earlier there was conventional media that serves the news to the masses and it includes news papers, television news channels and radio. And these media have developed one by one. With the passage of time, there comes the Internet. And social media is that digital platform gift given by internet that not only helps in communication but also serves as medium of masses. Due to the development of social media a new source of information is developed for everyone. The Media is also not untouched by this. Social media changed newsrooms, speed up the newsgathering function of news media, facilitating the use of a variety of sources and materials. It changes and shaken the way how information is gathered, disseminated and consumed by the news media. The potential of social media is the ability to connect and exchange information with anyone on planet or with many people simultaneously.

Social Media

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos.[2] Therefore Social media is a word used to describe the exchange of information between groups or individuals in which they create and share ideas, photographs, videos, and much more over the internet and in virtual communities.

Oxford dictionary defines social media as, “websites and applications that enable users to create and share content or to participate in social networking.” According to the Merriam-Webster dictionary social media is form of electronic communication through which users create online communities to share information, ideas, personal messages and other content.

Twitter

Among different social media platforms twitter is also become a source and tool of information. Twitter has 1.4 million users in India, the third largest after Germany and the US. Twitter’s global membership has crossed the five-billion mark.[3] Twitter is a micro-blogging web service with over 600 million users all across the globe. Twitter has gained reputation over the years as a prominent news source, often disseminating information faster than traditional news media.[4] The users of Twitter ‘tweet’ about any topic within the limit of 140-character and follow others over the platform to receive their tweets.

Dainik Jagran is an Indian Hindi language daily newspaper. As of 2017 it was the largest newspaper in India by circulation.[5] The newspaper was launched in 1942 by Puran Chandra Gupta and owned by Jagran Prakashan Limited publishing house. Dainik

Jagran has not only strengthened his editorial stance over the years, but also established the move towards modernization. As per the Indian Readership Survey Q1 2019, Dainik Jagran takes the top slot with 73,673 Total Readership. Its content delivery platform has always focused on segments and areas of primary concern of society. Currently its 38 editions are published across eleven states of India. Its national edition constitutes of 14 pages including, city news page, Politics news Page, National News page, Vichar and Vimarsh page, business news page, International news page, sports news page and aajkal page.

The vimarsh page includes the column with a heading 'tweet tweet', in which the paper publish the three to four tweets of the day from the social media platform Twitter. These tweets belong to famous personalities of politics, film industry, sports etc. On its last page of Aajkal, a screenshot column is dedicated to the most liked and famous pictures from different social media platforms. Also sometimes this page includes some stories related to different social media platforms twitter, facebook, Instagram etc.

Literature Review

1. Information credibility on twitter,

Castillo. Carlos, Mendoza. Marcelo & Poblete Barbara

We analyze the information credibility of news propagated through Twitter, a popular micro blogging service. Previous research has shown that most of the messages posted on Twitter are truthful, but the service is also used to spread misinformation and false rumors, often unintentionally. On this paper we focus on automatic methods for assessing the credibility of a given set of tweets. Specifically, we analyze microblog postings related to "trending" topics, and classify them as credible or not credible, based on features extracted from them. We use features from users' posting and re-posting ("re-tweeting") behavior, from the text of the posts, and from citations to external sources. We evaluate our methods using a significant number of human assessments about the credibility of items on a recent sample of Twitter postings. Our results shows that there are measurable differences in the way messages propagate, that can be used to classify them automatically as credible or not credible, with precision and recall in the range of 70% to 80%.

2. Disaster Communications in a Changing Media World (Second Edition), Chapter Two - The Changing Media World

George D. Haddow, Kim S. Haddow, 2014

"The Changing Media World," examines how the Internet and social media have transformed the way news is produced and consumed today. The move to audience centered and user generated news has had a profound effect on disaster communication. This chapter tracks the decline of traditional media newspapers, radio and television and examines the rise of social media and the increased dependence on

Twitter, Facebook and other social media for both breaking and in-depth news coverage and analysis. This chapter details the steps newsgathering operations have taken to adapt to these changes and explore new media tools and trends of note to disaster communicators.

3. Detecting breaking news rumors of emerging topics in social media

Sarah A. Alkhodair, Steven H.H. Ding, Benjamin C.M. Fung, Junqiang Liu,(2020)

In this paper, we study the problem of detecting breaking news rumors, instead of long lasting rumors that spread in social media. We propose a new approach that jointly learns word embeddings and trains a recurrent neural network with two different objectives to automatically identify rumors. The proposed strategy is simple but effective to mitigate the topic shift issues. Emerging rumors do not have to be false at the time of the detection. They can be deemed later to be true or false. However, most previous studies on rumor detection focus on long standing rumors and assume that rumors are always false. In contrast, our experiment simulates a cross-topic emerging rumor detection scenario with a real-life rumor dataset. Experimental results suggest that our proposed model outperforms state-of-the-art methods in terms of precision, recall, and F1.

Methodology

This paper study the impact of social media platform in news media by analysing how news from social networking site like Twitter make their place in national newspapers and forced news paper to must have a dedicated column for the information archived through it. For this study the time period of first month of 2019 i.e. January is taken.

Research Design: Qualitative research is a scientific method of observation to gather data. The results of qualitative research are presented in a text form. It is not feasible to approach the total population therefore, sampling technique was applied.[6]

Sampling Technique: It is not feasible to approach the total population therefore, sampling technique was applied. Purposive sampling involves seeking out individuals that meet certain criteria.[7] In this type of sampling, items for the sample are selected purposively. To study this paper, purposively one news paper and 20 respondents are selected.

Sample: Sampling is the statistical process of selecting a subset (called a “sample”) of a population of interest for purposes of making observations and statistical inferences about that population.[8] A sample is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalize the findings from the research sample to the population as a whole. In this research paper a sample of a hindi daily i.e. Dainik Jagran of January 2019 is taken and questionnaires filled by 20 journalists.

Data Collection Tool: Observation is used to collect data from selected news paper. On the other hand responses from media persons are collected through questionnaires.

Findings and Discussions: Now Social Media becomes a news source because today everybody wants to know everything and therefore news papers have to give them space in their respective columns. Also, mostly the politicians and celebrities inspite of conducting press conferences share their things through different platforms of social media especially from Twitter. Like Prime Minister Narendra Modi effectively communicate with media and public through tweets after coming to power.

This paper includes the study of the different stories that originally developed in twitter and made their space in Hindi Daily newspaper Dainik Jagran which are as follows:

Political News

January 01, 2019

(i) “पीएम ने ट्वीट किया तो मदद को बढ़े हाथ “

Source:- The Prime Minister has tweeted about Panipat's daughter Rajni along with the news of Dainik Jagran.

January 03, 2019

(ii) “वंदे मातरम पर बवाल थामने उतरे कमलनाथ”

Source:- BJP leader Shivraj Chauhan tweeted about the first day of the assembly session.

January 04, 2019

(iii) “ मीडिया पर हमला राहुल गांधी का असली DNA :- जेटली “

Source:- BJP leader Arun Jaitley, through a tweet, objected to Rahul Gandhi's statement against the journalist.

(iv) “संसद नहीं आने को लेकर मोदी पर राहुल का वार “

Source:- Congress President Rahul Gandhi targeted Prime Minister Narendra Modi via tweet about Rafael deal.

January 07, 2019

(v) “देश को गुमराह कर रहे राहुल” – रक्षा मंत्री

Source:- Defense Minister Nirmala Sitaraman wrote on the official Twitter handle that It is shameful that Congress President is misleading the country.

January 10 , 2019

(vi) “जनरल के तालिबान से बातचीत के बयान पर कश्मीर में सियासत”

Source:- Omar Abdullah tweeted on the Statement given by Army Chief General Bipin Rawat over talks with Taliban and terrorism in Kashmir.

January 14 , 2019

(vii) “सियासी संगठन पर जुबानी जंग “

Source:- A day after announcing the SP-BSP alliance, Samajwadi Party (SP) chief Akhilesh Yadav tweeted.

Entertainment News

January 19, 2019

(viii) स्क्रीन शाट कालम- “ राजकुमार ने दिखाई नई फिल्म की झलक”

Source:- Bollywood star Rajkumar Rao will soon be seen in Anurag Basu's film. The actor had a glimpse of himself from the film's set on his Twitter handle.

International News

January 02, 2019

(ix) “बम गिराने के ट्वीट को लेकर अमेरिकी सेना ने मांगी माफी”

Source:- The Strategic Command of the US Army has apologized for a tweet about its bombing.

January 13, 2019

(x) “भारत-मध्य एशिया संवाद मे भाग लेने उज्बेकिस्तान गई विदेश मंत्री सुषमा स्वराज”

Source:- MEA Spokesperson Raveesh Kumar tweeted minutes before Swaraj left for Uzbekistan

Sports News

January 10, 2019

(xi) “महिलाओं पर टिप्पण के बाद हार्दिक ने मांगी माफी”

Source:- Indian cricketer Hardik Pandya issued an apology on Twitter.

January 12 , 2019

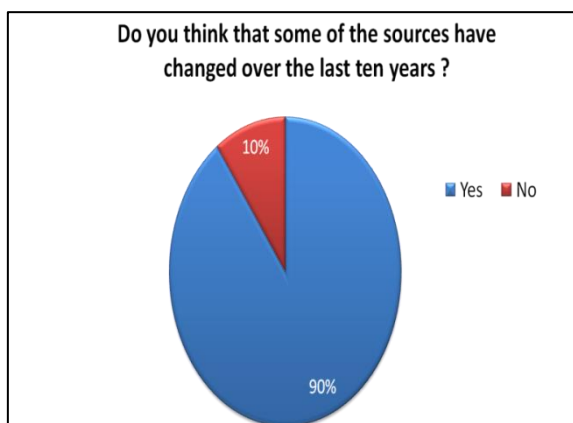
(xii) “मनु भाकर को पूरे दो करोड़ रुपये दें: विज”

Source:- The gold medallist of Youth Olympic Games 2018, Manu Bhaker's tweet led to a public outcry that finally prompted Vij to write on Twitter.



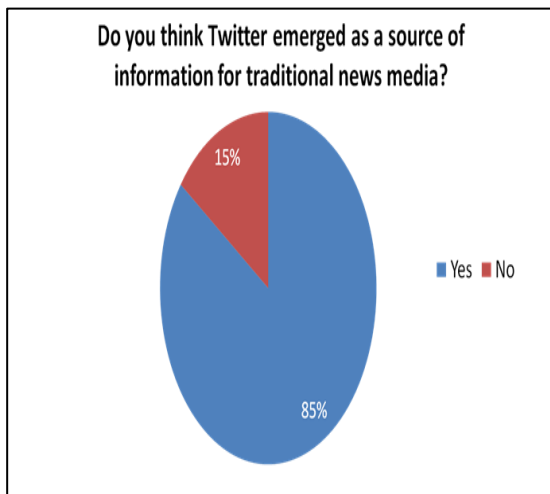
Inspite of the news stories the hindi daily news paper Dainik Jagran is having a regular dedicated column for social media Twitter platform namely 'Tweet Tweet' and also give space to column namely 'Screenshot' that includes the famous pictures and most liked posts from different social media platforms including twitter. The tweet tweet column of the paper comprises of 3 to 4 tweets of some renowned persons from different background and fields. This column is published on the vimarsh of this hindi daily.

Figure 1 Screenshot of the column 'tweet-tweet'



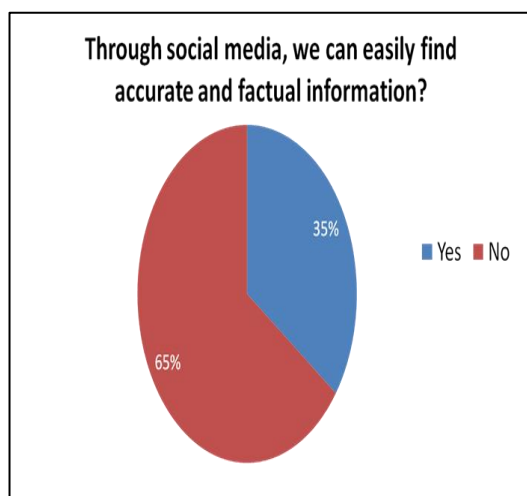
(Figure-2)

When respondents were asked did they think that some of the sources have changed over the last ten years, the majority of the respondents being 90 percent agree that yes news sources have changed over the years. And only 10 percent of the respondents do not think so. (Figure 2)



(Figure-3)

When the question Do you think Twitter emerged as a source of information for traditional news media was raised to the sample, a remarkable percentage of respondents responds in favour. But there are some respondents being 15 percent who denied. The data evidently shows that twitter emerged as a source of information for news media. And hence it can be understood that it affects the reporting of the news papers. (Figure 3)



(Figure-4)

When sample was asked through social media platform (twitter), we can easily find accurate and factual information, the majority of 65 percent agree with the statement. But remaining 35 percent don't think that through twitter they can easily find accurate information. (Figure-4)

Conclusion: The primary objective of the research undertaken was to throw light on how twitter has affected news sources and forced news papers to must have a dedicated column for the information archived through it. The collected data of News paper in terms of Twitter for the month of January 2019, signifies that nowadays celebrities i.e. Politician, Sports

persons, Entertainer etc are not only addressing the media through conference but also sharing tiny details of their life whether related to any inauguration, vacation, or their consents on any dispute or any selfie click etc. by them and all these are becoming the news for the News papers. The response from the Journalist of different industries and data provided by them also indicative of the opinion that twitter emerges as source of information for traditional media sources.

Further, an exclusive column for the information from twitter platforms in the News paper “Dainik Jagran” is an indication that there are the news which directly arriving from the twitter itself perhaps from the celebs account itself. Increasing number of users particularly in Twitter platform is an indication that users want to be remain updated with latest information related to the personalities they are following. This information may or may not be covered by the field reporters directly but its popularity or controversial nature has made a compulsion the News paper to address them and provide a space in News Paper.

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