



## **Changing Paradigm of News Culture in the Age of Digitalization- a study with reference to Mobile driven Journalism**

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### **Abstract**

*We are living in the age of digitalization. Smart Phones have made their strong presence in the society. With the emerging 5 G technique, Mobiles have become the one tool for journalism where anyone can gather, edit and present the news in very short time. Social Media is making remarkable presence in the contemporary society. Social Media plays an important role in the flow of information. Social Media has changed the world and revolutionized the media industry in such a way that how the information is stored, shared, published and consumed. Common People have strong presence in social media. They read, write, and react on various issues through their social media platform forms. This is good for democracy.*

*On one side social media promotes good governance so other side fake news is created and shared by social media. The mainstream media is very popular, influential and has the potential to raise the voice of voiceless people. So mainstream media should cross check the viral videos/information and present the factual news to the public. Many news organizations have set up the fact checking desk in their newsroom and in this way a new news culture is developing. Digital Desk of the media houses do the podcast and broadcast of various stories in their You Tube channel, websites and Apps.*

*What makes Social Media of particular interest to journalism is how it has become influential as a tool of breaking news. The pace and reach of digital coverage of major news stories over the past decade such as the 2004 Indian Ocean tsunami, Hudson River plane crash in January 2009 and the raid on Osama bin Laden's compound in Abbottabad, Pakistan, in 2011 demonstrate the growing power of social media. News Apps, Websites, You Tube channels are successfully run by young entrepreneurs as well as other senior journalist who have left main stream media. This changing paradigm of news culture has opened the doors of entrepreneurship. This research paper explains the emerging trends of News culture in the age of Digitalization. How social media revolution is changing the reporting, production and presentation of news stories? The popular social media tools and their use by the journalist is also discussed through this paper.*



**Keywords:** News, Culture, Social Media, Journalism, Digitization, You tube.

### **Introduction:**

We are living in the age of digitalization. Our Government is also promoting Digital India. There is technical advancement happening in almost every sector. Media sector is also one of them where digitalization has made great impact. With the passage of time, like other walks of life, mass communication and media, especially journalism has also undergone a sea change in all its aspects. The advent of new technologies has resulted in the rise of mobile journalism around the globe. Mobile devices have reformed the newsroom environments by introducing new means to connect with the audience and to communicate with other journalists within the same place.

Smart Phones have become the essential part of our lives. Telecom Revolution has made great impact on each sphere of life. Social Media in India is popular, influential and has the potential to give the voices to the mass. It is vital for a democracy country. Social Media can be better used in good governance. The new technologies of mobile and social media have revolutionized the entire media. The internet is powerful, and mobiles have the greatest reach, so there is big scope of Mobile Journalism in India. Mobile plays an important role in the flow of information. It has changed the world and revolutionized how the information is stored, shared, published and consumed. Social Media and Smart Phones have become a tool of Breaking News.

The ubiquitous presence of computer-like mobile devices has become a game changer to instant news reporting by both journalists and the public. From a historical perspective, contemporary citizens have gained incomparable opportunities to access and contribute to news reporting. Although a shift towards the production of mobile news is not a tenet of inevitability for legacy news media organisations, many have certainly mobilised their forces to address their users' shifting ways of accessing news.

Mobile Journalism is a developing concept in India. It has a lot of potential in India. When the conventional media is losing its credibility among the viewers and readers, digital media can be the best option of collecting and sharing news stories. Smart mobile phones are the best tools for recording the visuals and bytes of a particular news story. Mobiles have become the new way of reporting incidents/events. Mobile phones have drastic influence on the news gathering process. Smartphones have not only become powerful tools for news reporting, but also it has changed the traditional production process. The production-related work has been done through various mobile editing apps. Mobile has encouraged professional journalist and citizen journalist are contributing journalism work. This is the emerging trends of News Culture in the age of digitalization

### **Objective:**

Keeping in mind the media convergence and social responsibility theory of mass media, this study has the following objectives:

- The broad objective of the research is to study the emerging trends of “News Culture” in the age of digitalization.

- To analyse the use of smart phones among the professional journalists and social media users

### **Significance of the Study:**

Indian media has recently realized that there is huge potential of Mobile Journalism in India. Few renowned Indian Media organizations have already begun working towards adopting the new practice of Journalism, so newsrooms are expected to undergo a major change in their working style. Growing trends in internet connectivity and smartphone handsets stand as major factors to support the potential of mobile journalism as a growing practice in the Indian Media. Few studies show favorable growth conditions which may prove advantageous for Mobile Journalism to develop in Indian habitat.

“Mobile Journalism” is another new possibility. Journalists armed with a powerful handset can perform a wide range of functions adding efficiency to the process of news collection and creation. Among other things, it has enhanced the storytelling process. Hence mobile user can collect and share the news or information. Social Media is making remarkable impression on the youth. Given the unprecedented expansion of Mobile and Media in recent times, research regarding the scope of mobile journalism in India is the need of Hour. This research is significant to study how mobile technology has created new possibilities for journalism? This study will specially focus on how mobile news reporting influences the organizing and practice of journalism in Indian news media.

This research is significant to understand the changing paradigm of News Culture in Indian Media. This research also puts a light on the Mobile driven Journalism. The main purpose of this research is to study the changing pattern of journalism due to smart phones driven Mobile Journalism.

### **Review of Related Literature:**

Mobile devices have enhanced the possibilities for journalists to work and report from the field. They can be used for news reporting for mobile news platforms but also for the entire cross-media portfolio. Internet connectivity and advanced search functionality, along with a myriad of intelligent and easily accessible apps, have obviously provided journalists with new and powerful tools for reporting news.

Jen Headley (2012) in his paper has emphasized on how the journalists are adapting themselves with the emergence of new technology. The paper undertakes Boston Marathon Bombings (2013) as a case study to discuss the changes in journalism practices and incorporation of social media practices as a developing media platform.

Mobile technology is transforming the methods of journalistic work (Briggs, 2016, p. 277). Mobile technology has sparked a whole 'new era in newsgathering' (Quinn, 2013, p. 213). India is second largest Smartphone market in the world after China. India has 400 million smart phone users according to market research firm Counterpoint Research. With smart phones, journalists can record and edit video and audio, take stills and deliver stories in the field using wireless mobile network. In the last decade, news organization like NDTV has adopted mobile journalism in their newsrooms.

In 2001, Bardoel and Deuze further explored the endless technological possibilities of the internet and how a new occupation and industry had been created digital and online journalism.

Evidence suggests that there has been a tremendous uptake of mobile media and mobile news in recent years, amongst the public as users and citizen journalists, but also by legacy news media, for news reporting and news publishing.

Ruth A. Harper (Harper, 2010), said that journalists consider twitter as the most popular tool for information rather than other social media tools, but according to Adam Ostrow, Facebook dominates social media landscape. William Dutton, associated with Oxford Internet Institute considers social media as the “Fifth Pillar” of democracy. In the changed media landscape journalists need to be multi skilled and multi-tasker. Almost every newsroom has social media desk. The study has found that newsrooms use social media primarily for branding and making a presence in the social media sphere, driving traffic to the company’s news website and for breaking news.

Gillis & Johnson (2015) has done a national level survey of social media use by working journalists; he found that most of the journalists have got basic news sources/story ideas from social media. They actually use social media to disseminate news stories. E.C. Tandoc Jr. and T.P. Vos (2016) have pointed out that social media is engaging journalists to its audience. According to this study, there are three ways of social media use in newsrooms - monitoring, interacting and promoting.

The literature reviewed here reveals how news publishers have experimented with publishing news for various media platforms over the years. Mobile media certainly make a moving target that involves continuous transformations to both the technology and usage patterns of mobile devices.

### **Research Questions:**

Based on the objective and review of literature, the following research questions are formulated:

- How the new “News Culture” is developing due to Smartphones and social media?
- How the smartphones are used for the collection, production, and presentation of news stories by Journalist?
- How Facebook and Twitter are becoming the source of news for TV channels?
- What issues are raised by social media and how it is covered and presented by TV media?
- What kind of TV programs based on social media (like Viral Sach of ABP News Viral Test on Aaj Tak, Aaj Ka Viral of India TV and Social Connection of DD News) are produced and presented by news channels?
- How social media affect the way journalist receives, gather and distribute the news?
- Which social media tool is most popular among the professionals, citizens and youngsters?

- How smartphones help in promoting citizen journalism?
- How Mobile empowers the Digital Journalism?
- What are the Challenges and Prospects of Mobile Journalism?
- What is the future of Mobile Journalism in India?

### **Research Design and Method:**

This study is based on Mixed Research methodology. Quantitative Method (Survey based) and Qualitative method (In-depth Interviews with Industry experts)

1. **Survey Method:** An opinion survey among selected respondents of Delhi/NCR region has been conducted from April 2021-September 2021.

### **Sample Size:**

According to Adams and Lawrence (2015, p. 128), convenience sampling is 'a type of Non Probability sample made up of those volunteers or others who are readily available and willing to participate'. The convenience sampling method has been used to select the participants.

- The sampling size is 200. Respondents in the age group of 18-50 have been selected.
- The sample includes 100 working journalists and the remaining 100 respondents include Freelance Journalist (News related to YouTube channels).
- **Tools for data collection:** A structured questionnaire has been created.

2. **Interview Method:**

Interviews are one of the most fundamental and important methods used by researchers to get necessary information that cannot be acquired by observations. Interviews enable the researcher to have a deep conversation with informants who are knowledgeable about the subject (Berger, 2015).

This study uses thematic analysis from the data gathered from the in depth interviews. There are three key themes of the interview:

- (i) Proliferation of mobile phone and its impact on news production and distribution in the country
- (ii) Mobile journalism and the thriving culture of fake news in the society
- (iii) Journalists' training for mobile journalism and news verification in the digital times

Semi-Structured Interviews has been conducted with journalists practicing journalism through mobile in their respective media houses and citizen journalist who has used mobile phones in the visual recording. Internet and technology will be fully utilized for the study and data collection process. We have done interview online with 20 industry experts.

**Data Analysis and Findings:**

The introduction of 4G and 5G mobile technologies has fostered the use of smartphones for news gathering and reporting. This is an affirmation of the New News Culture due to technological convergence in the media industry.

This study also says that big television news channels are using the traditional way of reporting (Like OB Vans and broadcasting systems) as well as they are also practicing the mobile driven journalism due to its easy mobility, fast production and distribution of news low cost and it also provides the capacity for live transmission and breaking news in real time to audience. Mobile driven journalism has made the journalists' to work easier, faster and cheaper. They have also put a question mark on the authenticity and reliability of the news they report. And it is contended that mobile journalism as an outcome of technological convergence has given to the proliferation of fake news.

Therefore, in addition to the media convergence theory, this study also uses the social responsibility theory that emphasizes journalists' adherence to professional standards of objectivity, truthfulness, accuracy and impartiality. The theory supports the notion of freedom with responsibility that requires individual journalists and media organizations not only to report facts with truthfulness, but also to provide deeper and unbiased interpretations of news stories in the public's interest.

**Results and discussion**

Proliferation of mobile phone and its impact on news production and distribution in Pakistan and Ghana Mobile journalism is a growing practice that employs convergence of various devices in a device – a mobile phone. With the little passage of time, mobile Journalism has been accepted in various international broadcasting channels to enhance their services as news providers, such as CNN, BBC and Al Jazeera. This study reveals that the proliferation of a mobile phone has also revolutionized journalism landscapes in Pakistan and Ghana as the working journalists, being part of mobile-laden media ecosystem, are more well-equipped and connected for rapid production and dissemination of news.

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Various platforms like Facebook, Twitter, are used by Journalist and common people. The use of YouTube is more common among TV Journalists compared to Print and Web Journalists.

The study says that Web Journalists are more frequently use the social media services in comparison to print and electronic media. It empowers audiences to share their news and views; whereas the user generated content (UGCs) offers journalists an important news source for their news stories. Various social media platforms provide an important feature – the hashtag(#), which helps journalists to find out what is being talked about by people on a particular topic. It also shows the daily trends of news being discussed all over the world, which helps the journalists in decision making about stories to be covered. Social media sites especially Twitter and Facebook, indeed, have revolutionized journalism by changing the way news is gathered and stories are presented. The finding story leads, verifying facts, sharing stories, and driving interest.

**There the following major findings of the study:**

- 8 out of 10 Twitter users in the study (80%) say they use Twitter for news. Similarly, 7 in 10 face book users (70%) said that they get news and contemporary issues related information from it.
- Around 8 in 10 news producers consider Twitter for breaking news alert. Similarly 6 out of 10 producers consider face book for the first hand information about any news/issues.
- 75% respondents said that face book and twitter post help the editorial team to decide their news programming in prime time of a news channel.
- 80% of Twitter news users get their news either through scrolling their timelines or browsing tweets of those they follow.
- 75% of Twitter news users say they get news from trending topics.
- 80% of Twitter users access the platform on their phones and many access Twitter across multiple devices.
- 75% respondent said that Social Media has opened the door for Digital Journalism.
- 80% respondents from media ‘critics’ category said that Programs like “Viral Sach” of ABP News are the need of the hour so all TV news channels should produce and present social media based programs where the truth of viral videos should be shown on the basis of fact check.
- 75% respondents from Media Experts category said that TV news channels should examine the trending topics on social media and make a program on these topics.
- 85% respondents consider emerging trends of Journalism is in Digital Medium like YouTube, news application, news websites.

- 85% respondents said that going Live on Facebook and Instagram page of the news channels is the emerging trends of Journalism.

**Conclusion:**

Indian media has realized that there is huge potential of Mobile Journalism in India. Few renowned Indian Media organizations have already begun working towards adopting the new practice of Journalism, so newsrooms are expected to undergo a major change in their working style. Growing trends in internet connectivity and smartphone handsets stand as major factors to support the potential of mobile journalism as a growing practice in the Indian Media. Few studies show favorable growth conditions which may prove advantageous for Mobile Journalism to develop in Indian habitat.

Social Media has become the important part of society. Citizen has become “Netizen”. Information related to personal or professional is shared on social media by its user. Some information may base on facts and some may be fiction, similarly some social media user shared verified information and some unverified information. So this is the responsibility of mainstream media to research and present the factual news from the social media plate forms.

In the age of “Infodemic”, we should not trust simply what information we are getting from social media. Mainstream media should be more responsible than social media. Journalist should tell the real information to the public. Today’s audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions, too. Social media has made revolution in the journalism sector and it should not be considered as the death of Good Journalism. In-fact it should be considered as the birth of New Journalism movement that emphasizes on basic key factors of journalism: transparency, unbiased, honesty, and giving the voice to the voiceless. Many traditional media organizations already produce news content for mobile web-sites and apps in proportion to cross-media strategies, reflecting structural changes in the journalism industry and transformation in the process of news production in many countries.

Media convergence has transformed the journalism industry, especially news production and dissemination. It has led to the adaptation of mobile journalism practices that has reshaped the media landscape and resulted in an increased speed in news production and distribution, more audience interaction, cut down on cost of media operations and a lifeline to declining newspaper circulation.

Social media users have a fairly wide curiosity about news. Twitter users are less likely to be TV news viewers, more likely to use search, mobile apps and websites and social networks. There were not substantial differences in use of newspapers or radio. Non-Twitter users, by contrast, are less likely than social media users in general to use various online tools, including search and mobile apps. The rise of internet and mobile apps as popular gateways of news consumption has profoundly changed what constitute journalism.

People using social media as a news source can design their own news agenda, identifying the sources and topics they want to follow. This has led to speculation that people will become



narrow in their interests without the agenda-setting influence of news organizations. The survey probed this notion in various ways, including by asking people what sources they followed and whether it was more likely a news organization, a friend, an individual journalist or a subsection of a news organization.

The major issues are more highlighted in the New Media rather than Traditional Media. Social Media has become emerging platforms of diverse opinion. This helps in the TV news production and presentation. Internet has emerged as the catalyst of transparency, innovation, expression and togetherness, mobile journalism brought some fresh air in the creation and dissemination of news and information. It is free, fair and fast. It is truly democratic, accessible and interactive as smart phones provide a platform to every citizen to express themselves.

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