



1. Comparative Analysis of Credibility of Print Media and social media

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Abstract

Credibility of media comprises of the objective and subjective components of the believability of a source or message. Credibility has two components trustworthiness and expertise, which both have objective and subjective components. Trustworthiness is based more on subjective factors but can include objectives measurement such as established reliability. In this study researchers used Print media and social media. The reason behind the selection of medium is that Print media is a traditional media. Print media is the only media which is very old. But nowadays use of print media is very less, and the use of social media has increased. Social media is a new platform for the young generation to get news. Through this study researchers find out the credibility between the social media and print media, and to find which one is more credible. For this study researcher used comparative analysis and exploratory method for the social media and Print media. Interview tool will be used in this study for which 10 working journalist interviews should be taken and Selection of the respondents should be taken under purposive sampling, which comes under the non-probability sampling technique.

Keywords – Media Credibility, Print Media, social media.

Introduction

In simple words, Print Media is all about the printed form of information and news. Before the invention of the printing press, printed materials had to be handwritten, making mass distribution almost impossible. Print media is one of the basic types of mass media tools, or tools of mass communication, making it very popular and convenient to reach a wider audience. Newspapers are considered the oldest forms of mass media after the traditional mass media as for a long period, the public relied on newspapers to know the latest happenings in their local areas as well as from around the world. Thus, print media originally refers to newspapers and then expanded to magazines, tabloids, promotional brochures, journals, books, novels and comics. (Edu, 2023)

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. While challenges to the definition of social media arise due to the variety of stand-alone and built-in social media services currently available. Social media outlets differ from traditional media (e.g. print magazines and newspapers, TV, and radio broadcasting) in many ways, including quality, reach, frequency, usability, relevancy, and permanence. Additionally, social media outlets operate in a dialogic transmission system (i.e., many sources to many receivers) while traditional media outlets operate under a monologic transmission model (i.e., one source to many receivers). For instance, a newspaper is delivered to many subscribers, and a radio station broadcasts the same programs to an entire city. (Wikipedia contributors, 2023)



Credibility is a broad research aspect as it interrelates message, messenger, media source and receiver (Roberts, 2010). In today's era credibility of news is one of the major issues as there are newer sources to receive it. These new sources of information have shifted the people from old traditional print media to the newer social media, as people have shifted towards social media for getting day-to-day news updates, the threat to the credibility of news has also increased.

In the past few years, the use of social media has increased drastically as the mobile internet is available at lower rates. This has not only made netizens media consumers but also content creators. This is where the credibility of the content/news comes in question. As social media is a virtual space where millions of users upload various types of content, the credibility of the content/news sources is hard to find. One posts the news and thousands reshare it.

In print media there are gatekeepers to check the credibility and reliability of the news source, however in social media there is no such body who keeps watch on the credibility of the source from where the content is posted. This raises concern about the credibility of news that is received and goes viral in a fortnight.

This study aims to analyze the credibility of social media and print media among youth and working journalists in the current scenario. As most of the youth get their daily news updates from social media it's important to analyze their point of view on the credibility X-factors of social media, and the working journalists also use social media can tell how much credible they believe social media is.

Review of Literature

Study in the field of media credibility is an ongoing process, previous studies have brought out many factors of media credibility.

In a paper "*Media credibility: A triangulation test*" by **Malini Srinivasan and Francis P. Barclay** published in Journal of Content, Community & Communication, Amity School of Communication Amity University, Madhya Pradesh, it was found that there was a significant difference in media, message and source credibility's in different newspapers among their respondents. It also highlighted that Credibility, however, did not depend on gender of the readers but had significant relationships with their age and education.

This shows that education and age play a significant role in judging the credibility of media in different print media. But it also showed that there is no relation between media credibility and source credibility, indicating that news sources did not affect the overall perception about trustworthiness of newspaper.

Objective of the Study

The objectives of the following study are:

1. To find out the credibility of Print Media among working journalists.
2. To find out the credibility of social media among working journalists.
3. To find out the credibility of Print media and social media among the youths.
4. To analyze the credibility factor of Print media and social media.



5. To analyze the preference of Print media and social media.
6. To do comparative analyses of the credibility of social media and print media.

Methodology and Tools

Research Design:

Suitable Research design used for this study, Comparative analysis and Confirmatory method has been used to complete this study. Reason behind the selection of these two methods first researcher compared the credibility of the Print media and Social media through the comparative analysis and through the confirmatory method researcher confirm the credibility among the working journalist and youths.

Sample Stratification:

For this study selection of respondents through the purposive sampling which comes under the non-probability sampling. Through this technique, the researcher collected the appropriate data for the study. Sample size for this study was 10 working journalists who were working in different media houses and other respondents of this study were youth. The sample size of youth was 50. Here the youth mean whose age is 18 to 24 years.

Tools:

For this study researchers used interview and questionnaire tool which was appropriate for the data collection. Interview tool used for taking the interview of working journalist and questionnaire tool used to took review of the youths.

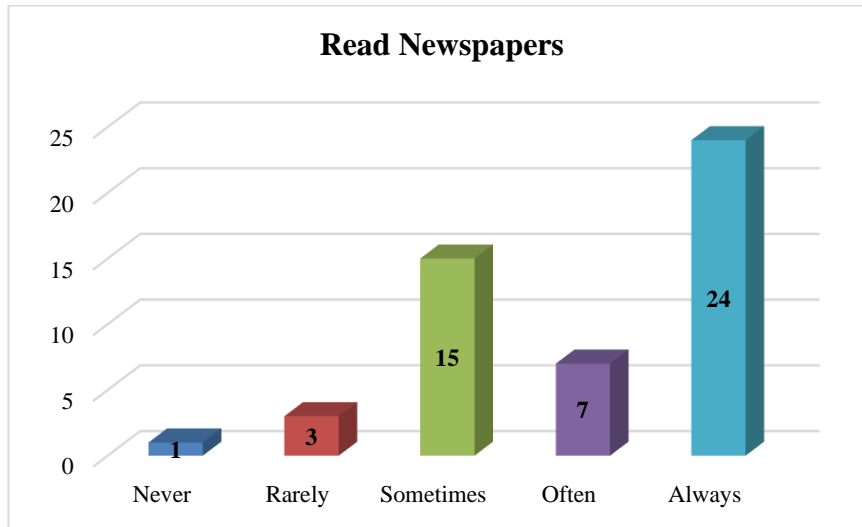
Data Analysis

The following data were analyzed based on the data received on the questionnaire developed on google forms and circulated on different media, and also the interviews taken of the working journalist.

Questionnaire Data Analysis:

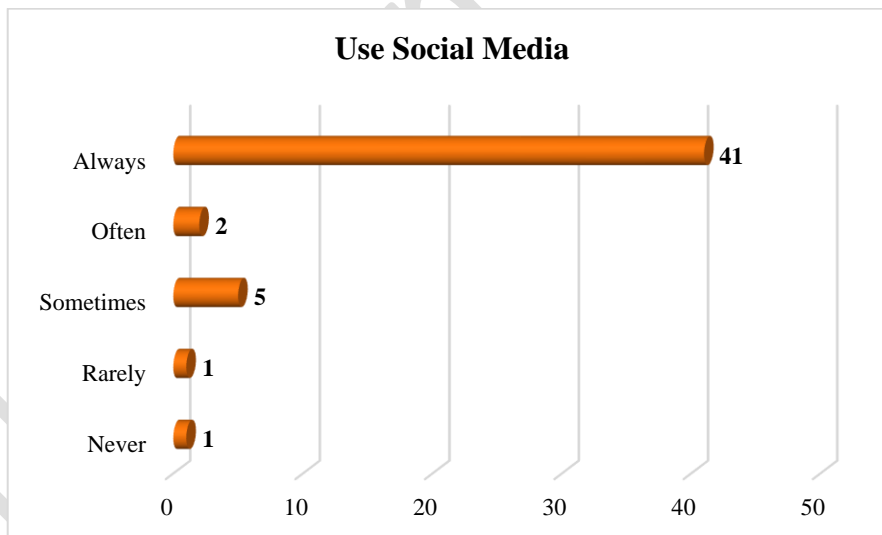
For the survey method researcher filled up the 50 forms through the Google form. In this study have 40 male respondents and 10 female respondents filled the questionnaire. Here the analysis of the survey

Q1. Do you read newspapers?



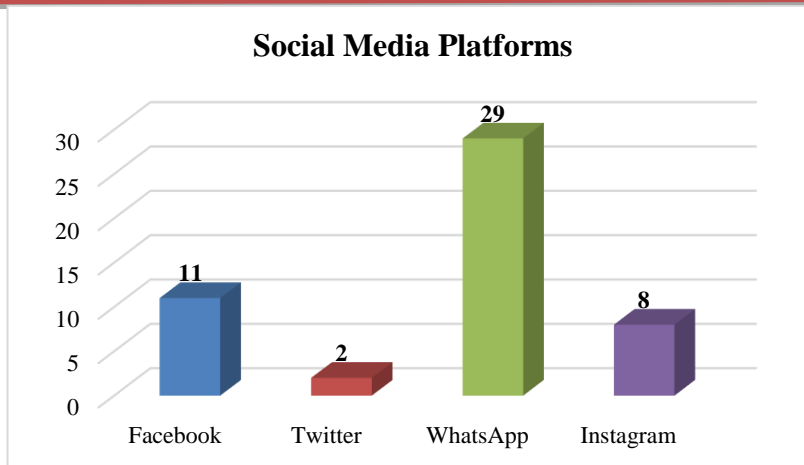
D.I. The above graph shows that do you read newspapers. Out of 50 respondents, 6% respondents rarely read the newspaper, 2% of the respondents never had read the newspaper, 14% of the respondents read newspaper often, 30% of the respondents sometimes read the newspaper, and majority of the respondents 48% always reads the newspaper. This shows that the majority of the respondents read newspapers and are regular readers.

Q2. Do you use social media?



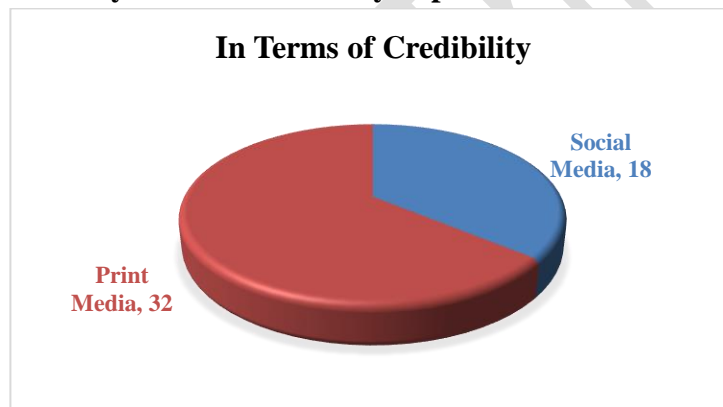
D.I. The above graph shows that do you use social media sites. Out of 50 respondents, 2% respondents said they never use social media, 2% respondents said they rarely use social media. 4% respondents often use social media, 10% respondents only sometimes use social media. The majority of the respondents, 82%, have said they always use the social media. It shows that the maximum number of respondents used social media platforms.

Q3. Which Social Media Platform do you use the most?



D.I. Above graph shows which social media sites you uses. When the respondents were asked their preferred social media platform, 2 respondents said they prefer Twitter, 6 respondents said they use Instagram the most, 13 respondents said they use Facebook, most of the respondents 29 said they use WhatsApp the most. It shows that the most preferable social media platform is WhatsApp.

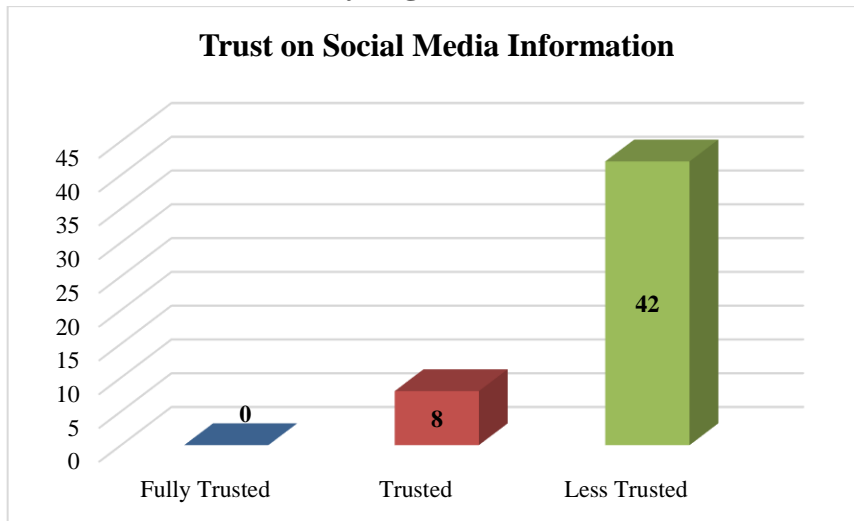
Q4. In terms of credibility which one would you prefer?



D.I. When respondents were asked for their preference of media platform in terms of credibility, only 18 respondents said they prefer social media as a credible source where the majority 32 respondents said they still prefer the print media. It shows that print media is more credible than social media platforms.

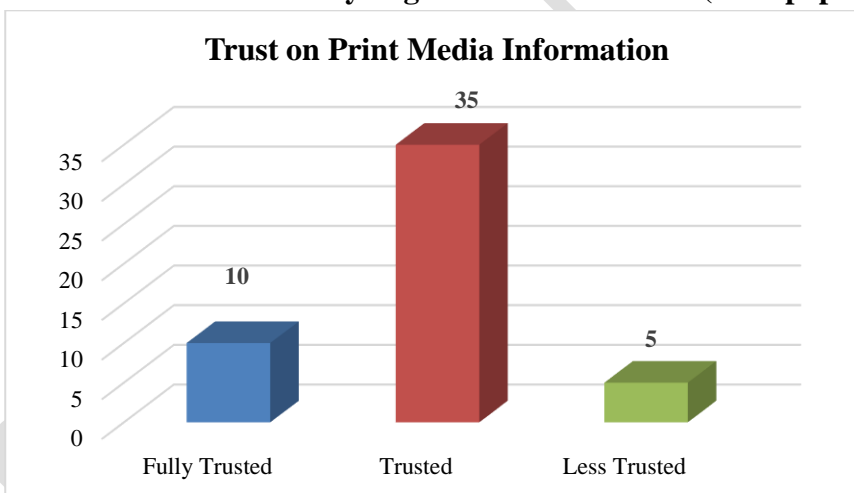
Q5	Mention the reason behind choosing the platform?
	<p>On this question responses of the respondents was different- different views- Print media print news or information with facts only. Social media's sources are not credible. I think print media is more believable than social media. As there is no definite source behind content available on social media, whereas in print media content could be biased but not fake as the venture has to carry accountability to deliver facts only and not fiction. News agency gives you the credibility of the article they print. Mostly of news are correct. Authentication and written format. These are some views of the working journalist on these questions.</p>

Q6. Do you Trust on the information you get from social media?



D.I. When respondents were asked for the trust factor on information from social media, 8 respondents said they trusted the information on social media, majority respondents 38 said they less trusted the information circulated on social media only 4 respondents said they totally never trust on the information on social media. It shows that respondents very less trusted on social media information.

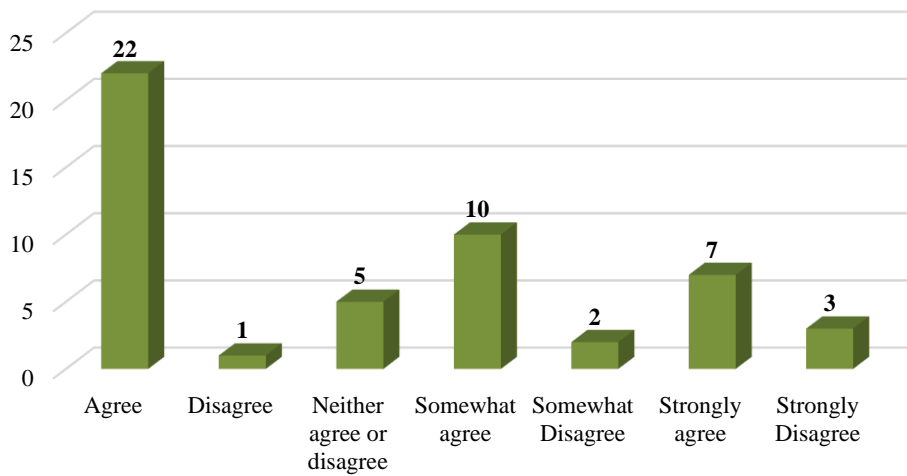
Q7. Do you Trust on the information you get from Print Media (Newspapers)?



D.I. When respondents were asked about the trust on information from newspapers, 4 respondents said they trust less on the information from the print media, 11 respondents said they fully trust the information they get from the print media, and the majority of the respondents 35 said they trusted on the information. It shows that respondents most trust on the information of Print media.

Q8. According to you, news in print media is more credible than news in social media.

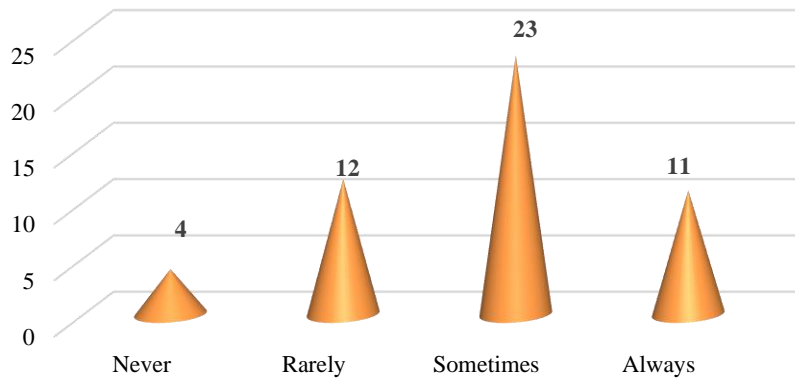
Print Media is More Credible Than Social Media



D.I. When respondents were asked that if print media is more credible than social media, 1 respondent disagreed, 3 respondents strongly disagreed, 2 respondents somewhat disagree to this, 5 respondents neither agree nor disagree, 10 respondents somewhat agreed, 7 respondents strongly agreed to the fact that print media is more credible than social media, but the majority 22 respondents only agreed to the statement. It shows that print media is more credible than social media platforms.

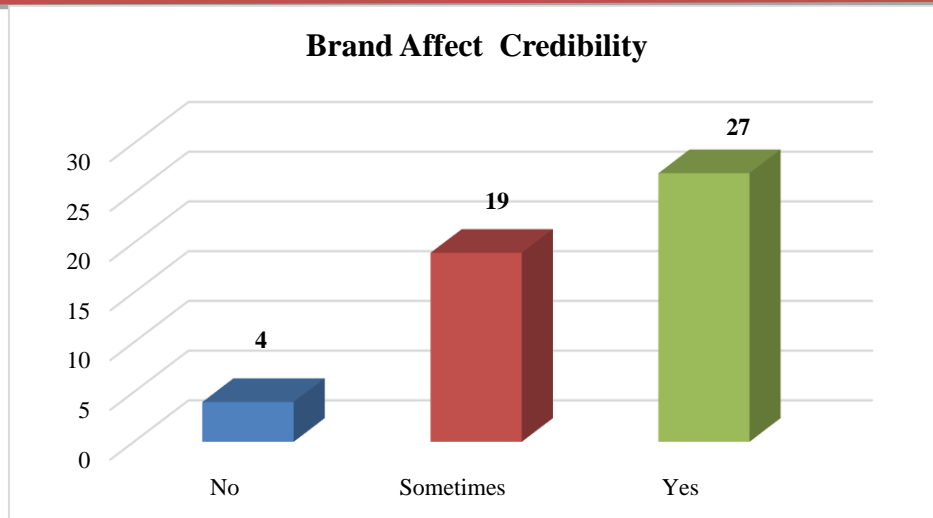
Q9. Do you crosscheck the information you find on social media with print media?

Cross-check social Media Information



D.I. When respondents were asked about if they cross check the news from social media in print media, 12 respondents said they rarely cross check, 24 respondents said they cross-check only sometimes, 10 respondents said they always cross-check the information in print media and 4 respondents said they never cross-check the information. It shows that sometimes respondents cross-check social media information on the print media.

Q10. Does brand of newspaper matter for the credibility of the news?



D.I. When respondents were asked if the brand of the newspaper matters in credibility, 19 respondents said it matters sometimes, 4 respondents clearly said no, and 27 respondents said yes that brand does matter when it comes to credibility.

Interview Interpretation

The data collected over the telephonic interview and asked similar Questions for everyone. Researchers interviewed the 10-working journalist of the different-different organizations of the Bhopal.

Its Narrative analysis is follows:

S= Statement, I= Interpretation

S1.	Do you read newspapers?
I1.	After interview the working journalist, for this questions result was positive, out of the 10 interviewee the entire journalist read newspapers. It is obvious because they work in newspaper industry.
S2.	Do you use social media?
I2.	After interview the working journalist, for this questions result was positive, out of the 10 interviewee the entire journalist used different- different social media platform for the information purpose.
S3.	Which social media platform do you use most?
I3.	The responses of these questions were different, different-different social media platform used by the journalist. Most of the journalist used both face book and twitter for getting information and least used what's app for the purpose of information.



S4. In terms of credibility which one will you prefer most?

I4. The responses of the interviewee for these questions, out of 10 respondents 7 used print media for the information purpose and 3 respondents used social media platforms for the information purpose. According to the responses of this question print media is more credible for social media.

S5. Mention the reason behind choosing the platform?

I5. On this question responses of the interviewee was different- different views-
Print media print news or information with facts only.
Social media's sources are not credible.
I think print media is more believable than social media.
As there is no definite source behind content available on social media, whereas in print media content could be biased but not fake as the venture has to carry accountability to deliver facts only and not fiction.
News agency gives you the credibility of the article they print.
Mostly of news are correct.
Authentication and written format.
These are some views of the working journalist on these questions.

S6. Do you trust on the information you get from social media?

I6. After interview the working journalist, out of the 10 respondents least number of respondents trust the information of the social media and reason behind this social media is not a trustable because lots of fake news goes viral and not credible. So the journalist not trusts the information of the social media.

S7 Do you trust on the information you get from the print media?

I7. After interview the working journalist, out of the 10 respondents 5 respondents trust the information of the print media and 5 respondents trust the information both social media and print media.

S8. According to you, news in print media is more credible than news in social media.

I8. Most of the interviewee was strongly agree for this statement. Print media credibility is very high for the social media.

S9. Do you cross check the information you find on social media with print media?

I9. Some interviewee took information from the social media sites and who took the information from social media platform, they always crosscheck the news through the Google or the real sources.

S10.	Does brand of newspapers matter for the credibility of the news?
I10.	Responses of these questions were 50-50. Out of 10 journalists 5 journalists said that the brand of the newspaper matter for the credibility of the news while 5 journalists said that the brand of the newspaper did not matter for the credibility of the news.

Comparative Analysis:

After analysis of the data of the questionnaire and interviews of the study researcher studied the comparative analysis of print media and social media on the basis of the collected data. The result of the comparative analysis of print media and social media result concluded that print media is more credible among the working journalist and youth of the Bhopal. They mostly trust print media rather than social media. According to the collected data mostly youth and working journalist used social media or they took the news from social media but least trust on the news of the social media while they trust print media rather than social media. So comparative analysis result is that in the trend of social media and other digital platform print media is most trustful and credible among the working journalist and youth of the Bhopal.

Findings of the study:

- Most of the respondents read newspapers and used social media. Respondents used different-different platform of the social media platforms like Facebook, What's app, twitter, Instagram etc.
- Mostly respondents trusted print media in the term of the credibility and least respondents trusted social media in the terms of credibility. Main reason of the selection of newspaper is that newspaper is main source of the news and reliable for the information and social media is not reliable platform for the trust because lots of fake news viral on the social media.
- Least number of the respondents trusts the news of the social media while maximum number of the respondents trusts the news of the print media and social media both.
- Most of the respondents strongly agree that print is more credible social media and the mostly journalists cross-check the news of the social media through the real sources and websites.
- According to respondents' brand of the newspapers is matter for the credibility of the news or any information.

Conclusion:

The studied of the comparative analysis of credibility of print media and social media concluded that credibility depends on the real sources. Print media is a traditional way of journalism while social media is digital source of the news. Anyone can easily spread the fake news and write any news while in print media only true newsprint because there is lots of gatekeeper in print media who always cross-check every news of the print. Mostly respondents trusted print media in the term of the credibility and least respondents trusted social media in the terms of credibility. Main reason of the selection of newspaper is that newspaper is main source of the news and reliable for the information and social media is not



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reliable platform for the trust because lots of fake news viral on the social media. So, this study proved that print media is a credible source in terms of the news or any information. This result fulfills all the objectives of the study.

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