



### **13. The Role of Digital Journalism in the Global Age**

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#### **Abstract**

*Digital journalism is a new concept. In spite of this it is growing rapidly. Here is a question why it has extraordinary growth? Basically digital journalism is a different type of concept. Media may be local, regional, national or international. It depends on the owner of media that what type of media, he/she wants to run but when we talk about digital media, it is automatically international. Digital media is internet based so without World Wide Web it is not possible to run digital media. Digital journalism is very popular. This research paper focuses how digital journalism is different from offline journalism and how this has become the need of the time. There was a time when TV was very popular media but now digital media has gained the position of popularity. There are many reasons behind this. Both primary and secondary data have been utilized to gain the result in this paper. A survey has been conducted to know the views of the people and experts about digital journalism.*

**Key words:** Digital journalism, offline journalism, www, TV, media

#### **1. Introduction**

Change is the law of nature. This change is applicable in the every field of life. Journalism is reflection of life. The way of life is changing so the technique of journalism is also changing. The internet has changed everything in journalism. There was a time when TV was all in all in media but now this concept has been changed. The new media or digital media is everything now. It is the fastest media, it is the future of media and it has so many attractive features. This research paper highlights the changed role of digital journalism. Earlier the role of media was to inform, to educate and to entertain but now apart from these things; Digital journalism is doing so many things which is attracted by the people.

#### **2. Objective**

To find out the role of Digital media and what type of content is being presented by this media.

#### **3. Hypothesis**

The Digital media is spreading western culture and presenting vulgar content.

#### **4. Review of Literature**

Stuart Allan and Donald Matheson have focused on different aspects of digital media in their research paper- 'Online Journalism in the Information Age' (2000). In this paper the authors



have highlighted the importance of online media. The write-up is research based and useful for research scholars.

Research Scholar Soumya Dutta's paper 'Online Journalism and E-papers: A new age' (2013) explains the basic difference between Online media and e-newspaper. The author has underlined the need of e-papers in this age. The role of journalist has been changed, this point is also raised in this paper. The role of internet has also discussed.

'The role of Journalism in the Digital Age' (2016) is a research paper written by Anja Kroll. Anja is head of the department for Austrian and International News, Salzburger Nachrichten. This paper highlights different aspects of journalism and audience. A news concept networked journalism has been discussed in this paper.

'Online Journalism: Current Trends and Challenges' (2016) has been written by Ján Višňovský and Jana Radošinská. The point of discussion of this research paper is multi-dimensional like content, language, technology, professionalism. The authors have explained that trend of journalism is changed and now technology is important part of it.

4.5 'Journalism in the Age of Digital Technology' (2013) is a research paper authored by Vineet Kaul, DAICT University (India). This paper has explored new media, journalism, importance of technology, traditional journalism and traditional media. The Digital journalism is playing leading role all over the world.

'Journalistic Roles and Everyday Life' (2013) focuses on the role of journalism in day to day life. This is a research paper and the writer of this research paper is Folker Hanusch. This is based on an Digital survey which was conducted in Australia,

'Digital journalism: 25 years of research. Review article' (2018) written by Ramón Salaverría is an effective article. The author is related to University of Navarra, School of Communication Journalism Projects Department Edificio Bibliotecas, Pamplona, Spain. This article is a detailed description of digital media.

'The Transformation of Journalism: From Changing Newsroom Cultures to a New Communicative Orientation?' (2017) is authored by Leif Kramp and Wiebke Loosen. This article underlines the changed pattern of newsroom and journalism in the age of internet.

## **5. Methodology**

Descriptive method has been adopted to gain the result. This research paper is based on a survey which was conducted in Delhi-NCR on 100 people (both male and female). Ten questions were asked in the survey. Both primary and secondary data have been used.

## **6. Data Analysis**

The data received after survey have been analysed. The following is the detail of the data analysis:

### **6.1 Digital Journalism and news-information**

When people were asked - Do you use Digital Journalism platform for news, information etc.? They had replied in 'Yes' or 'No'. 90% people said 'yes' and only 10% people said

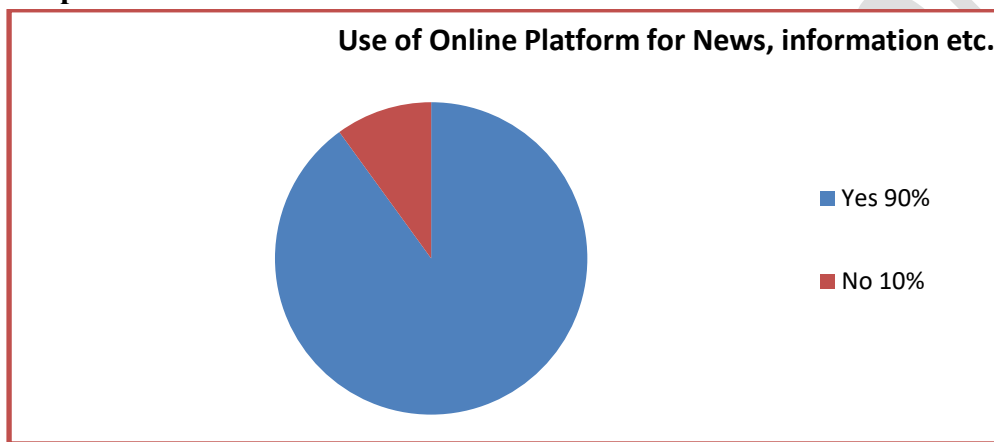


‘no’. It means that 90% people use Digital Journalism as platform for news, information etc. Table 1 and graph 1 describe the same.

**Table: 1- Digital Journalism as platform for news, information etc.**

Sr. No.	People’s opinion	Oinion in percentage
1.	Yes	90
2.	No	10

**Graph: 1**



### 6.2 Digital platforms

It is obvious that people use so many media to know information. The question which was asked to respondents in the survey was- Which type of Digital platform do you use? This question had four options as E-paper, News website, YouTube of News channels and Internet Radio. What people said, is shown in table 2 and graph 2.

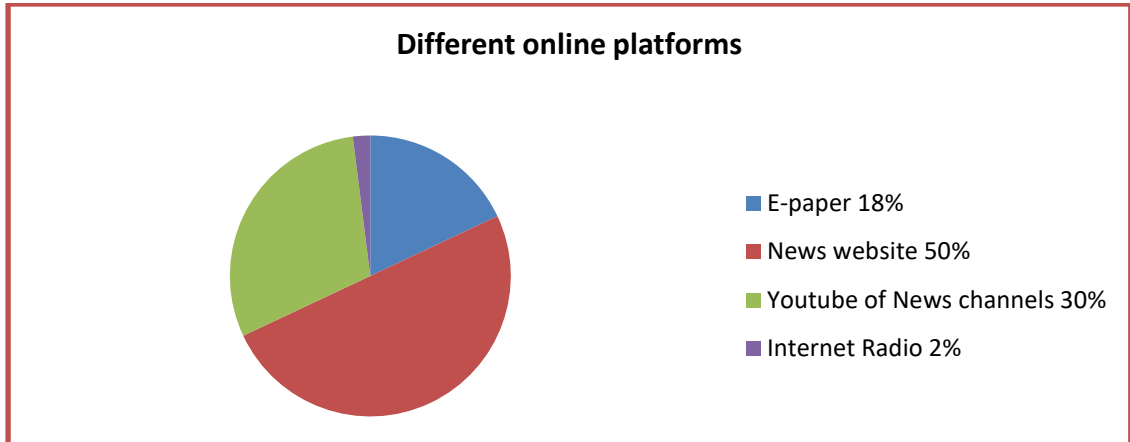
18% people said that they use E-paper as Digital platform. Highest number of people 50% use news websites as Digital platform. 30% people are dependent on YouTube of News channels to know information. Very few only 2% people use internet Radio to know news or information.

**Table: 2- People use different Digital platforms**

Sr. No.	Digital platforms	Percentage of use by the people
1.	E-paper	18
2.	News website	50
3.	YouTube of News channels	30
4.	Internet Radio	2



**Graph: 2**



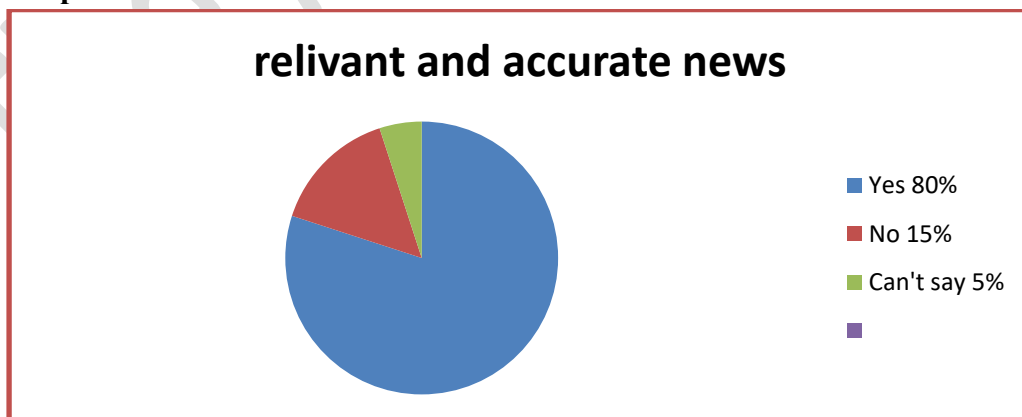
### 6.3 Relevant and accurate news

Do you think that Digital platform of Journalism provide relevant and accurate news? This question was asked with three options- 'Yes', 'No' and 'Can't say'. 15% people replied in 'No' and 80% people said that the Digital platform of Journalism provides relevant and accurate news. However 5% people were unable to reply in 'Yes' or 'No' so they replied as 'Can't say'. Replies are shown in table 3 and graph 3.

**Table: 3- Regarding relevant and accurate news**

Sr. No.	People's opinion	Opinion in percentage
1.	Yes	80
2.	No	15
3.	Can't say	5

**Graph: 3**



### 6.4 Fastest Media

Digital journalism is considered as fastest media. In the survey, the asked question was- Do you agree with this point that Digital Journalism is the fastest Media? 85% people answered

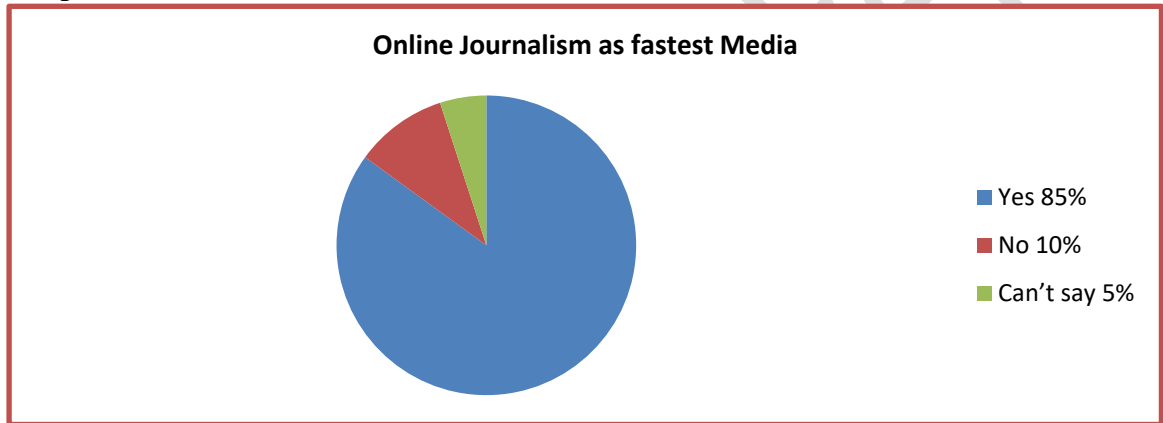


in ‘Yes’ and 10% people said ‘No’. There were only 5% people whose reply was as ‘Can’t say’. It can be said that Digital Journalism is the fastest media because 85% people said so. The data can be seen in table 4 and graph 4.

**Table: 4- Digital Journalism as fastest Media**

Sr. No.	People’s opinion	Opinion in percentage
1.	Yes	85
2.	No	10
3.	Can’t say	5

**Graph:4**



### 6.5 Media of future

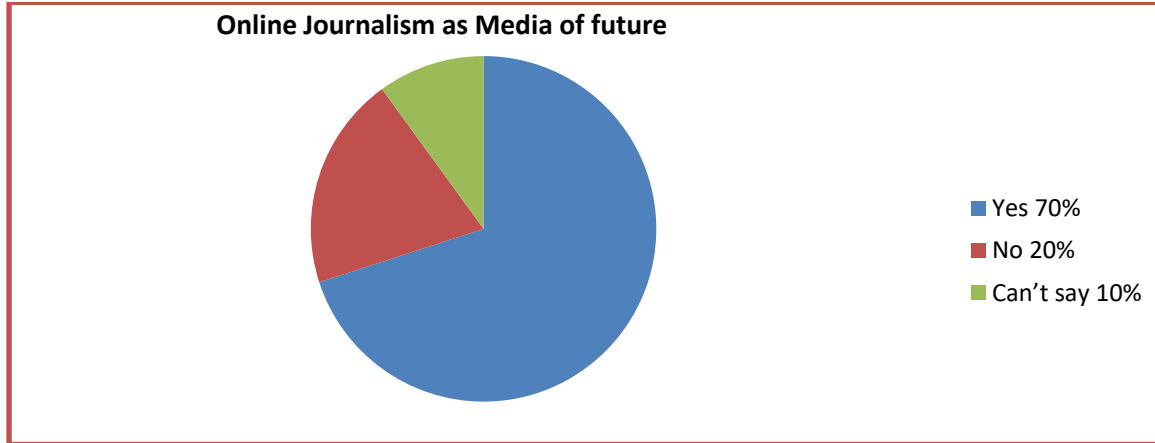
“Digital media can surely become the future of journalism in India and while principles of journalism will remain the same, the convergence of print, broadcast and digital will have to be managed better.”<sup>1</sup> No doubt Digital journalism is media of future. While expressing their views during the survey, 70% people do agree with this point but 20% people do not agree with the point that that. It means that according to them Digital journalism is not the media of future. On the other hand 10% people in the survey said ‘Can’t say’. Table 5 and graph 5 describe the same thing.

**Table: 5- Digital Journalism as Media of future**

Sr. No.	People’s opinion	Opinion in percentage
1.	Yes	70
2.	No	20
3.	Can’t say	10



**Graph 5**



### 6.6 Dependency on Digital Media

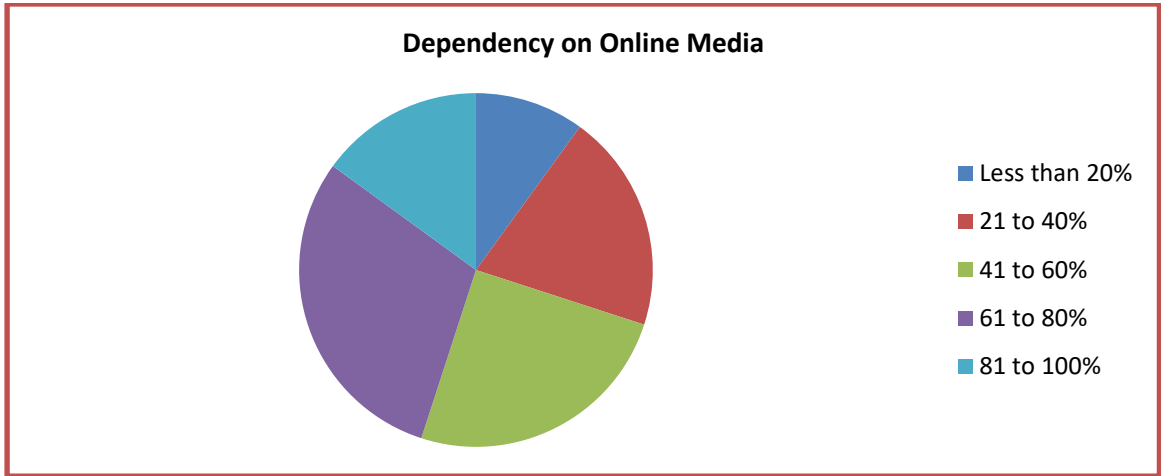
Digital media is gaining popularity day by day. It is seen that people are going to be dependent on Digital media. Table 6 and graph 6 reveal the fact which is based on a survey. As per the survey, 10% people said that less than 20% people are dependent on Digital media for news and information. 20% people had opinion that 21 to 40% people are dependent on Digital media. 41 to 60% people depend on Digital journalism for news and information; this was said by 25% respondents of the survey. The largest number 30% respondents expressed their views that 61 to 80% people depend on Digital journalism. 15% respondents believed that 81 to 100% people are dependent on Digital media for news and information.

**Table: 6- People's dependency on Digital Media**

Sr. No.	People's dependency in percentage	Number of people in percentage
1.	Less than 20%	10
2.	21 to 40%	20
3.	41 to 60%	25
4.	61 to 80%	30
5.	81 to 100%	15



Graph: 6



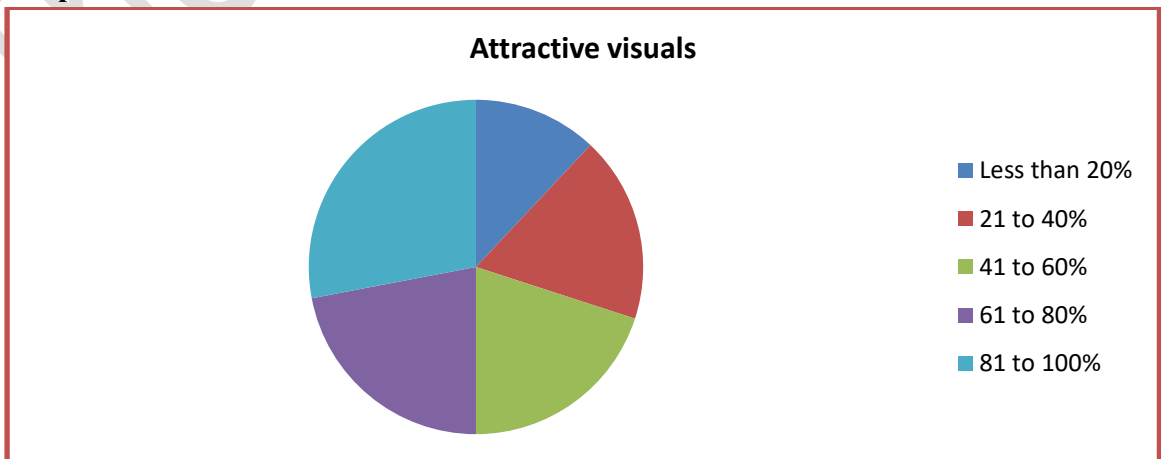
### 6.7 Attractive visuals

Visuals attract anyone. Digital journalism has attractive visuals. According to survey, 12% respondents said that Digital journalism has less than 20% attractive visuals. 18% people believed that this media has 21 to 40% attractive visuals. Table and graph 7 show that 20% people said that 41 to 60% visuals can be seen in this media. During the survey large number of people 28% expressed their views that Digital journalism has 81 to 100% attractive visuals.

Table: 7- Attractive visuals

Sr. No.	Attractive visuals	Number of people in percentage
1.	Less than 20%	12
2.	21 to 40%	18
3.	41 to 60%	20
4.	61 to 80%	22
5.	81 to 100%	28

Graph 7





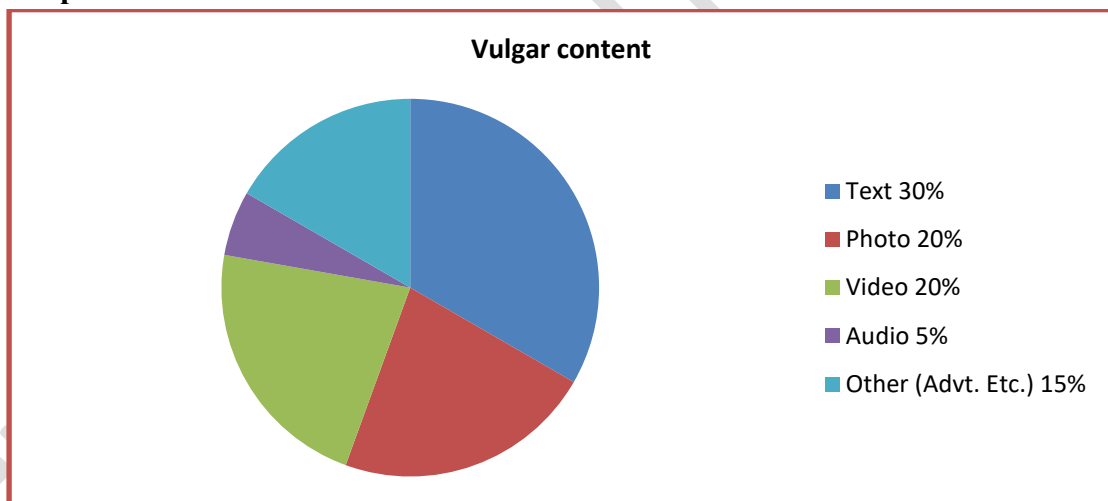
### 6.8 Vulgar content

Vulgar content causes problem everywhere. Digital journalism has also such types of content. Respondents in the survey said that 30% content is found the text form however 20% content is in photo form. Vulgar content is found in the form of video, audio and other forms. The percentage of these is video 20%, Audio 5% and other (advt. etc.)15%. Table 8 and graph 8 describes these data.

**Table: 8- Vulgar content in the form of text, photo, video etc.**

Sr. No.	Vulgar content in the form of text, photo, video etc. In percentage	Percentage of vulgar content
1.	Text	30
2.	Photo	20
3.	Video	20
4.	Audio	5
5.	Other (Advt. Etc.)	15

**Graph: 8**



### 6.9 Type of information

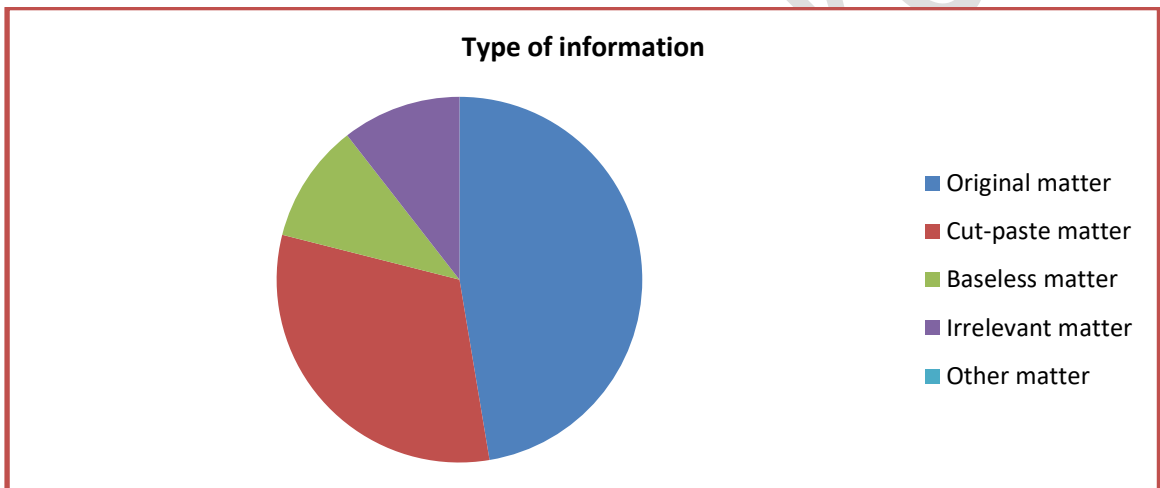
People were asked- What type of information is being provided by Digital Journalism? This question was with these options- original matter, cut-paste matter, baseless matter, irrelevant matter, other matter. Table 9 and graph 9 explain that 46% matter is original. 30% matter is cut-paste, 10% matter is baseless, 10% matter is irrelevant and 5% matter comes in other category. The category indicates the matter which is not useful for the readers.



**Table: 9- Type of information is being provided by Digital Journalism**

Sr. No.	Type of information	Number of views in percentage
1.	Original matter	45
2.	Cut-paste matter	30
3.	Baseless matter	10
4.	Irrelevant matter	10
5.	Other matter	5

**Graph: 9**



### 6.10 Western habits

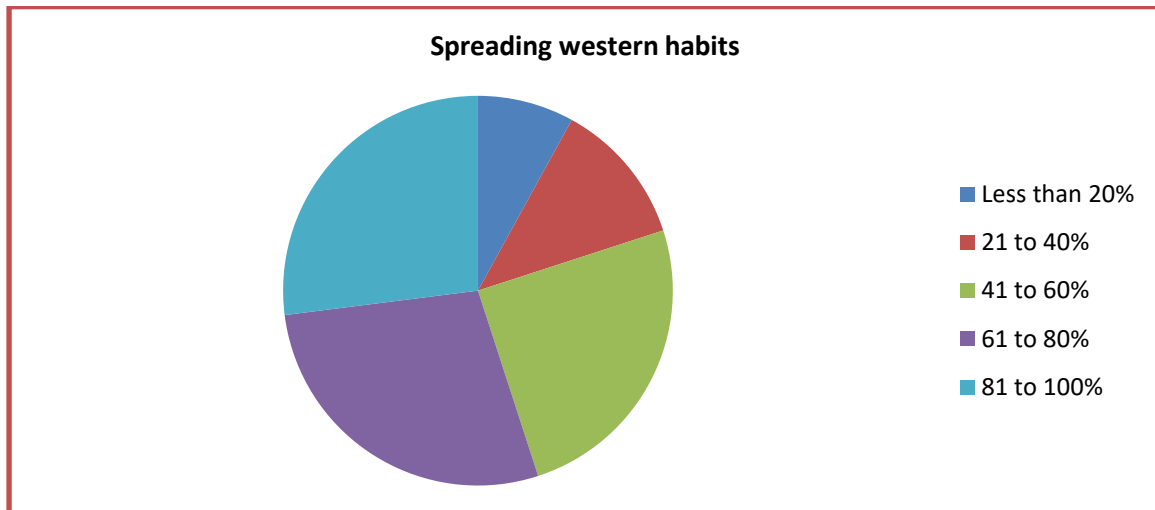
It is said that media is spreading western culture. The result of the survey has been shown in table 10 and graph 10 on rating scale which clears that 8% people replied that Digital journalism is spreading western habits less than 20% respondents answered that this media is spreading western habit 21 to 40%. In the survey 25% people had expressed their views that Digital journalism is doing publicity of western habit which can be calculated in percentage 41 to 60%. 28% people replied that this media is spreading this habit 61 to 80%. However 27% respondents said that 81 to 100% western habits are being spread by Digital journalism.

**Table: 10- Digital Journalism spreading western habits in India**

Sr. No.	spreading western habits in India(in percentage)	Number of people in percentage
1.	Less than 20%	8
2.	21 to 40%	12
3.	41 to 60%	25
4.	61 to 80%	28
5.	81 to 100%	27



**Graph: 10**



## 7. Finding and Conclusion

- 90% people use Digital Journalism as platform for news, information etc.
- 50% use news websites as Digital platform.
- 80% people say that the Digital platform of Journalism provides relevant and accurate news.
- 85% people believe that Digital journalism is the fastest media.
- According to 70% people, Digital journalism is the media of future.
- 30% respondents expressed their views that 61 to 80% people depend on Digital journalism for news and information.
- 28% people expressed their views that Digital journalism has 81 to 100% attractive visuals.
- Digital media has 46% matter original and 30% in cut-paste form,
- Vulgar matter- 30% content is found in the text form however 20% content is in photo form.
- 28% people believe that this media is spreading western habits from 61 to 80%.

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