ATTITUDE OF THE PEOPLE TOWARDS ONLINE NEWS

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Abstract:-

New technologies have led to new ways of thinking, practicing and producing journalism content in India. This was evident during Mumbai attacks, earthquakes in Gujarat. The Internet has enabled the people or public to enhance awareness of events, issues in India. The study aims to know the attitude of people of different age towards online media. The survey method will be used to collect the data. The statistical tool ANOVA will be used to analyze the data. This will be used to know the significant difference of attitude among the different age groups. The study highlights that the majority of the people thinks that online media gives the opportunity to participate.

Key Words :- **Online News , growth of Internet**

INTRODUCTION

The Journey of journalism witnessed many phases and issues of the society from the child marriage to sati pratha, child abuse to female feticide, dowry to rape cases, corruption to Communalism, inflation to poverty, these and many more on the list. In this journey, Journalism took many turning points. It saw the major technological developments in the 18th century such as the opening of the telegraph in the Calcutta. During this stage, the Indian press comes into its own. Some notable events in this respect are the founding of newspapers, magazines and books.

As technology developed, Radio and television marked their presence. These both media are designed to tell the citizens about the world around them. The invention of these communication technologies took the revolution in the information world. Moreover there is no limitation of time, distance and literacy. Despite the invention of the radio and the television, and their advantage of being more vivid and attractive in their telling of the same news, the newspaper managed to survive in those days by adapting and keeping up with the times.

The whirl of technologies has dramatically altered the practice of journalism in the later part of the twentieth century. Satellite & video phones, the internet, digital audio recorders and computers allow an instantaneous communication between the most definitions in the world. The internet provides network to be connected virtually. Internet has become essentially free publishing and distribution network. It changed the paradigm shift in the communication technologies. These digital technologies are named as New Media. It is different from the older media due to digitization. It allowed the common man to participate in the media. This way common man started to participate and post their own content.

Table 1.1 The Rise of Internet

McLuhan's Global Village is a reality. The following table shows the incredibly fast evolution of the Internet from 2005 till the present time

The latest research Internet in India 2014'jointly conducted by IAMAI and IMRB International; finds that internet usage in India has gone up by 32 percent from October 2013 to October 2014, following are the details.

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Date	Number of Users	%World Population
June 2005	938 millions	14.6
June 2006	1.043 millions	16.0
June 2007	1,173 millions	17.8
June 2008	1,463 millions	21.9
June 2009	1,669 millions	24.7
June 2010	1,966 millions	28.7
June 2011	2,110 millions	30.4
June 2012	2,405 millions	34.3
June 2013	2,802 millions	39.0
June 2014	3,035 millions	42.3
June 2015	3,270 millions	45
June 2016	**3,675 millions**	**50.1**

(Source: Internet World stats.com)

Year	Internet Users
2015	375,000,000
2016	462,124,989

Table 1.2 Internet growth in India
(Source: Internet World stats.com)

As of October 2015, there were 375 million claimed internet users and It reached 462 million by Dec 2016.

Date	Internet Users
Oct 2014	177 Million
Dec 2014	190 Million
Exp. June 2015	216 Million

Table 1.3 Internet Users in Urban Cities
(Source: Internet World stats.com)

Claimed Internet Users in Urban Cities has grown by 29 percent from Oct 213 to reach 177 Million in Oct 2014. It is expected to reach 190 Million by Dec 2014 and 216 Million by June 2015.

Date	Internet Users
Oct 2014	101 Million
Dec 2014	112 Million
Exp. June 2015	138 Million

Table 1.4 Internet Users in Rural India

(Source: Internet World stats.com)
Compared to last year, claimed internet users have increase by 39 per cent in rural India to reach 101 million in October 2014, 112 million in Dec 2014.

Internet has taken revolution because of its global reach. It is the medium that has been able to integrate all other forms of mass communication. While the television combined only audio and video, the Internet embraces "all the capabilities of the older media (text, images, graphics, animation, audio, video, real-time delivery)." The Internet also enables "interactivity, on-demand access, user control, and customization."

The Internet is still constantly growing and evolving. Users explore its different facets and discover new ways of harnessing its communicative power.

The internet has come to accommodate a range of websites for social networking, wikis, podcasting, blogging, disseminating news and collaborating in its production and sharing photos video and audio, to name some of the most obvious. In these spaces, people debate, play, trade ideas and collaborate to solve problems; they exchange with each other many types of information about themselves and the world around them in a range formats.

Review of Literature

Review of literature plays a vital role in a research work. It directs the researcher in proper planning and execution of research work. It also broadens the mental horizon and thought process of researcher.

The study conducted to identify the attitude of professional jouranlists towards online news. Many studies have been conducted by the researchers in the foreign context but very few studies or negligible amount of research have been undertaken in Indian context. Below is the review of existing studies to find out the research gap:

Sneep(2013) explored the *role* of new media during the Egyptian revolution. The basic aim of this study was to find out how people used

it, what type of new media they used, when and how they felt about this. Interviews were the main methods to obtain the data, as well as literature research. The results of this research showed that new media enables people to exchange experiences and facilitates local-global connections, linkages between people on Tahrir square in Cairo and elsewhere in the (Arab) world.

Hermida (2011) explored the role of media and its relationship to public. The aim of the study is to analyze the relationship between media and public. Interviews were conducted to know the attitude of professional journalists towards the participation of the public. The professional Journalists view the public as a active recipient of the news. The study found that all the news outlets were providing more opportunities than ever for the public to contribute in the professionally edited publications.

Ranniko (2010) examines online participatory journalism practices and what enhances or impedes them by drawing on a close and systematic analysis of qualitative interviews with reporters and facilitators of participatory media. The research considers both the meso level of media organisations in their socio-cultural context and the micro level of reporters, and is comparative and trans-cultural in scope.

Carpenter, (2008) examined the diversity of sources used in online citizen journalism. Carpenter concluded that overall online newspaper journalists were more likely to incorporate a greater number of sources. A greater proportion of female, male and official sources, a greater diversity of viewpoints.

Renak (2008) explored that relationship between new technologies, the potential autonomy accessible by Journalists and structure of constraints under which they operate. So this study concludes that transmission phase of news production presents the latest amount of autonomy for journalists while the newsgathering phase offers the great amount of autonomy.

Objective of the study

To know the attitude of the people of different age groups towards Online News

Research Methodology

A research design stands for advance planning of successive steps to be taken in the research. A research design is the blue print or framework for conducting a research project. It specifies the methods and procedures for the collection, measurement and analysis of data. A good research design ensures that the research project is conducted efficiently and effectively.

In this study the researcher has developed one questionnaire. For citizens, a structured questionnaire was designed to collect data for measuring the attitude of people towards online News. The purpose of this questionnaire was to study the views of the people of different age groups in online news. The questionnaire covered questions pertaining to various aspects of the online news.

The questions in the questionnaire for Citizens was designed using likert scale for achieving precise answers from the respondents. All the responses of the statement of 5 point scale used the questionnaire have been quantified with the numbers 5, 4, 3, 2, 1,. Each statement has five categories of responses ranging from very often (5) to Rare (1). The questions were framed in a structured manner with close ended options so that the responses can be used directly without any bias in computer based statistical analysis.

Sample Selection

To begin with a sample of 500 was selected by using Multi- Stage sampling technique. For the purpose, on the first stage Delhi has been divided into five zones. East, west, North and south and central. The segregation done on the basis of Delhi MCD official website. On second stage these Zones were divided into blocks. On third stage dwellings were listed within each selected block. 50 from each were taken. This way total 250 sample for urban.

But now difficulty was to specify rural

areas of Delhi. Rural area of 10 kms far from urban city has been considered. Total sample of 250 was taken for the study from rural area. But all over the responses were collected 348.

Analysis of Variance (ANOVA)

To compare the attitude of the people on the basis of age, the obtained data has been analyzed by applying one way Analysis of variance (ANOVA). It is used to determine the significance of the differences among the sample mean values concerning various media practices and different age of the participants.

The study focuses on the attitude of the people for online news. For the purpose, The people of different age groups like Teenagers, Young, Adults, Older, very old age have been selected. To begin with a sample of 500 was selected by using Multi- Stage sampling technique . The number 348 out of 500 responses were collected.

Limitations of the Study

The primary data collected is survey based; the primary data is generally subject to certain limitations. The same may be true in the present study as well. The respondents might not have been very fair in giving the required information. Further, the present study restricts its scope to Delhi and NCR. But a lot of care is taken in preparation of questionnaire as well its administration to minimize the adverse affect of sampling and non-sampling errors. Data Analysis

Table -1   Online News

Online News	Strongly Agree	Agree	Neutral	Disagree	Fully Disagree
Fastest	186(53.3)	84(24.1)	38(10.9)	26(7.4)	4(1.1)
Wider coverage	110(31.5)	120(34.4)	56(16.0)	30(8.6)	20(5.7)
Not Biased	78(20.1)	86(24.6)	118(33.8)	44(12.6)	18(5.2)
Gives opportunity to participate	84(24.1)	120(34.4)	72(20.6)	42(12.0)	16(4.60)
Incorrect news	72(20.6)	78(22.3)	86(24.6)	70(20.1)	28(8.0)
Not Reliable	76(21.8)	70(20.1)	102(29.2)	62(17.8)	22(6.3)

(Per cent are written in bracket)

Technology has made media faster. Now a days people read news online and add their feedback or views. Table shows that Out of 348 Citizens , 53 percent is strongly agree with the statement that online news is the fastest, 24 percent of the sample is agree and 11 percent is neutral with the statement that online news is the fastest. While 7 percent of the sample is disagree that online is the fastest and 1 percent is strongly disagree that online news is the fastest.

The number 31 percent of the sample is strongly agree that online media has wider coverage, 34 percent is agree and 16 percent is neutral about the statement. While 9 percent is disagree that online media has wider coverage and 6 percent of the sample is strongly disagree with the statement that online media has wider coverage.

20 percent of the sample is strongly agree that online media is not biased. 25 percent of the sample is agree that online media is not biased and 34 percent of the sample is neutral that online media is not biased.

24 percent of the sample is strongly agree that online media gives opportunity to participate. 34 percent of the sample is agree and 21 percent is neutral about the statement. While 12 per cent of the sample is disagree that online media gives opportunity to participate and 5 per cent of the sample is strongly disagree.

21 percent of the sample is strongly agree that online media gives incorrect news. 22 percent of the sample is agree and 25 percent of the sample is neutral. While 20 per cent is disagree and 28 8 per cent is strongly disagree that online media gives incorrect news.

22 percent is strongly agree that online media is not reliable. 20 per cent is agree and 29 per cent is neutral. While 18 per cent is disagree with the statement that online media is not reliable and 6 percent is strongly disagree.

A citizen selects media with different perceptions and purposes in mind. To find out whether there is any significant difference between the mean scores among the variables of different five age groups,ANOVA test has been

Table 1.1 - ANOVA- Age
** Significant at .01 level, with degree of freedom

Variables	Teenagers		Young		Adults		Older		Very Old			
Online news	Mean	S.D.	Mean	S.D.	Mean	S.D	Mean	S.D.	Mean	S.D	F – Value	P- Value
Fastest	1.72	.87	1.50	.53	1.68	.95	1.80	1.13	2.00	.00	.42	.79
Wider coverage	2.00	1.07	3.25	1.16	2.63	1.31	2.02	1.06	2.66	.51	6.4	.00**
Not Biased	2.40	1.03	2.50	1.19	2.89	1.30	2.44	1.02	4.00	.00	5.2	.00**
Gives opportunity to participate	2.48	1.17	2.75	.46	2.34	1.11	2.24	1.10	3.33	1.36	2.0	.08
Incorrect news	2.60	1.36	2.25	.88	2.78	1.30	2.70	1.17	4.00	.00	2.10	.08
Not Reliable	2.51	1.27	2.25	.88	2.63	1.27	2.73	1.16	3.00	.89	.82	.51

applied. It is clear from the table 4.19 F-value for the variable wider coverage is 6.4 , the df is being, the significant difference is found at 1 percent level. The highest mean score is 3.25 accorded by Young age group .The lowest mean score is found in the case of Teenagers (less than 18 years) .**The findings reveal that Young age group thinks that online news has wider coverage.**

The F-value is 5.2 for the variable online media is not biased , the df is being , the significant difference is found at 1 percent level. The highest mean score 4.00 is accorded by young age group . The lowest mean score is found in the case of teenagers (less than 18 years) . **The findings reveal that very old age group thinks that online media is not biased.**

There is no significant difference found in the case of other variables

Findings & Conclusion

- **The findings reveal that the majority of the people are strongly agree that online news is the fastest and has wider coverage.**
- **The majority of the young age group says that online news has wider coverage than professional media.**
- **A majority of the people is neutral about the statement that online news is not biased.**
- **The majority of the people is agree that online news gives opportunity to participate.**
- **The majority of the people is fully disagree that online news is incorrect.**
- **The majority of the people is neutral that online news is not reliable.**
- **The findings reveal that there is no significant difference among other variables about online news. While the very old age group thinks that online news is not biased.**

Conclusion

The study shows that the people have a positive attitude towards online news. They think that online news is not biased and the most important thing that online news gives opportunity to participate and there is no gate keeping like professional media. It is the fastest communication now -a -days. We only need a mobile phone or computer to publish the news or information. So this way the researcher concludes the study with the vision of bright future of the online news.

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