
CHANGING MEDIA LANDSCAPE WITH SOCIAL MEDIA AND CITIZEN JOURNALISM

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Abstract Social media has become a necessity and an integral part of our daily lives. With the advent of smart phones and an end number of handy devices and numerous Apps, the world is on our fingertips. There is a constant update and exchange of information going on various platforms on offline mode as well real time. It is a great medium to keep people socially connected no matter where they are located and that too with a large number of people virtually. The two important aspects of Social media are Reach and Engagement.

Reach, means people who actually see your content. By this we get to know the effective audience size. Engagement, Social media engagement measures the public shares, likes and comments for information available online. With over 1.5 billion monthly users, Facebook has become a necessary platform for disseminating information both online and real time mode as well.

If we look at the two most popular social media sites Facebook and Twitter. Each platform has its own mechanisms for users to express views for individual posts and posters. Facebook allows you to create lengthy content and Twitter is all about creating impactful content in limited word limit. The way of calculating effectiveness of the post is also measured differently across each platform:

- Twitter: Re-tweets and followers
- Facebook: Shares, likes and followers

Now coming on to the concept of Citizen Journalism, it is also known as public, participatory in nature, democratic, guerrilla journalism initiated by form of journalism when any citizen takes up an initiative to express ideas irrespective of their educational or professional background. They play an active role in process of collecting, reporting, analyzing, and disseminating news and information. The information is collected from all walks of life be related to politics, human stories, crime, culture and much more. The mainstream media has often been accused for going paid and biased towards one philosophy, party or personality. On and off mainstream media is seen diverting from its objective and focusing more on profit making motive. There have been cases wherein many social and vital issues and stories relating to the masses are either neglected or rejected by the media.

Citizen Journalism comes as a respite for the civic society which is in need of truth, facts, and sensible journalism and sensational journalism. Social networking and media-sharing websites have made citizen journalism more accessible to people worldwide. It has been observed this form of journalism is making a profound impact on political scenario. Sometimes citizens have also reported breaking news more quickly than traditional media reporters, kudos goes to the social media and the advanced technology around us.

In this study the impact of citizen journalism on various aspects of day to day of societal activities from various spheres like Legislative, Executive and others.

Keywords: Social media, Citizen Journalism, Reach, Engagement, Twitter, Facebook

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The Evolution of Media

Media is one of the most important tools for mass communication. The gamut of media consists of television, internet, cinema, newspapers, radio, magazines etc. Media serves multiple important functions such as entertaining its audience, educating and informing about the happenings taking place around the world, works as a platform for the voices of common masses on important issues, and of course a watchdog of society with reference to government, trade bodies, private institutions and much more.

We are heavily dependent on media for all sorts of information and it plays a major role in affecting our lives and society. The chronological order of mass media worldwide is in this way: Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century, Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, and DVDs) from the late 19th century, Cinema from about 1900, Radio from about 1910, Television from about 1950, Internet from about 1990 & Mobile phones from about 2000. Taking an account of Indian scenario, Hicky's Bengal Gazette, founded in 1780 was the pioneer. Auguste and Louis Lumière moving pictures were screened in Bombay during July 1895, and radio broadcasting began in 1927. Indian media—private media in particular—have been "free and independent" throughout most of their history. The period of emergency (1975–1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media were faced with potential government retribution and heavy control.

Media played an important role during the freedom struggle. Print Media was undoubtedly the backbone of all mass movements or popular upsurge that took

place in the country during the British regime. It worked as a powerful weapon in the development of Indian nationalism and the nationalist movements. It often faced by the British Government which was reluctant to satisfy the aspirations and grant of the demands of Indian nationalism. The British government had to enact a series of Press Acts proved the decisive role played by the Press in the development of the nationalist movement i.e. the Vernacular Press Act was enacted. This Act restricted the freedom of the vernacular Press. As the fourth pillar of democracy along with judiciary, executive, and legislature, media of today has an important role of highlighting any kind of irregularities taking place in our society at different levels.

Indian Media Industry: On a Mammoth growth

As on 31st March, 2017: 1,14,820, Newspaper category; 16,993 & Periodicals category; 97,827.

The Leading English dailies of India are The Times of India, Hindustan Times, The Hindu, The Telegraph, Deccan Herald, Deccan Chronicle, Indian Express etc. The top 10 Hindi Dailies are Dainik Jagran, Hindustan, Dainik Bhaskar, Rajasthan Patrika, Amar Ujala, Prabhat Khabar, Navbharat Times, Punjab Kesari. The list of regional dailies includes Malayala Manorama (Malayalam), Daily Thanthi (Tamil), Mathrubhumi (Malayalam), Lokmat (Marathi), Anandabazar Patrika (Bengali), Eenadu (Telugu) Gujarat Samachar (Gujarati), Sakal (Marathi), Sandesh (Gujarati), Sakshi (Marathi).

Coming on to electronic media in India, According to the **FICCI-KPMG Report 2016**, the sector witnessed 12.8% growth in 2015 growing from Rs 1,026 billion in 2014 to Rs 1,157 billion in 2015. Television forms the core of the Indian

M&E Industry contributing to around 47% of the overall revenue of the industry. Total advertising spends across different media verticals was Rs 475 billion in 2015 contributing to 41% of the total Media & Entertainment industry revenues. Fueled by the continued economic growth, advertising revenues saw a growth of 14.7% in 2015.

Hindi-language television channels enjoy a great viewership in India. Numerous regional channels are also available throughout India, often distributed according to languages. The prominent news channels of India are DD News Aaj Tak, ABP News, Zee News, NDTV, Republic TV, Times Now, IBN 7 to name a few. In 2015, subscription revenues grew at annualized growth rate 11.4%, from Rs 612 billion in 2014 to Rs 682 billion in 2015. FY16 saw the commencement of digitization of DAS III cities. Digitization is expected to give the consumer better control in terms of the subscription choices. It will also lead to increase in the ARPU and subsequently increase in broadcasters' share of subscription revenues.

New Media and Social media in India

Active social media users in India grow by 15 % from 2015 to become 136 million: Presently, in India, 28.4 percent of the population (375 million) is using the internet, out of which 10.3 percent are active on social media (136 million). Five years ago, 2.5 percent of the population was active on Facebook. This number was expected to increase to 15 percent by the end of 2016, with Facebook proactively targeting emerging economies with Facebook Lite for slow internet speed in these regions. As per the Yral report, increased mobile web penetration is also seen as a key contributor to increased growth in active social media usage.

Here are some of the key trends that have put India in the social media spotlight:

Growing popularity of social media: In India, active social media users grew at 15 percent since January 2015 to 136 million in 2016

Digital spending trend: Digital Ad spending in India grew to around 47.5 percent in 2016, in comparison with the overall Ad spending, which was pegged at 15.5 percent in 2016.

In the year, 2016, **We Are Social**, a marketing agency also issued a report which said 65% percent of India is still far from getting on the internet but Indians are in a race to climb up. India is one of the top five countries in the world when it comes to the pace of growth in internet users. Another astonishing fact is that global average for growth in internet users is a measly 19 percent, India is at 90 percent. Here are some facts on different platforms of social media present in India studied last year. India has world's largest number of Facebook Users with over 195 million users, overtaking the US by over 4 million subscribers. There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Million MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles. The age group of 18-24 is the key users of this popular platform. On an average, a user revisits Facebook more than 3 times in a day. It can be accessed in 12 languages in India. This study also said 76% of Facebook users are Men, and 24% users are women. News Channel Aaj Tak is having a global fan of 14.4 million. At present, Prime Minister Narendra Modi is the most popular Indian on Facebook with 43099690 likes.

In India, Facebook is the only social network to cross 150 Million Users. Coming on to Twitter, the micro-blogging site has 23.2 million Monthly Active

Users in India, which is 2nd largest in Asia-Pacific after Japan with 26 million MUAs. Overall, Twitter accounts for only 17% of Indian Social Network users. Now, PM Narendra Modi has Largest Audience following totaling 37,299,395 fans. Twitter is at 2nd place in terms of User Engagement after Facebook. According to Twitter, 80% of users tweet from mobile devices. Every second, around 6000 tweets are sent which means over 350,000 tweets per minute, 500 million tweets per day and 200 billion tweets per year.

YouTube, the video-sharing site has more than 60 million unique users in India with users spending over 48 hours a monthly viewing video content. Over 70% of YouTube viewers in India are aged below 35, female users' accounts for 38% and Male users are 62% on YouTube. When compared to last year, YouTube in India is up by 90% while the watch-time has grown by 80% in 2016. Other Interesting Internet Facts from India are there are over 462 Million internet users and 200 Million are active social media users. In 2016, 24.33% of Indian Population accessed Internet via Mobile phone and the trend is predicted to grow at 37.36% by 2021. India is second largest online market behind China. Internet usage is male-dominated in India with 71 percent to 29 percent female. Google+ is 2nd most used in India with 82% accounts after Indonesia with 83% accounts. Activities on Social Networking sites are high between 6 PM to 10 PM. Mumbai and New Delhi account highest traffic to social media sites.

WhatsApp is another big social media platform in India and has hit 200 million monthly active users in India as the Facebook-owned service continues its dominance in developing markets as mentioned by the company this year. The

company also aims to explore ways to contribute to "India's vision for digital commerce."

Citizen Journalism

People who are socially aware and have a sense of understanding the irregularities taking place around them when it comes to public related welfare works, corruption, civic apathy, scams. Such incidents lead them to create a network of social media sites like Youtube and Facebook. They engage themselves in creating blogs, editorials, polls and commenting on other news platforms in order to share their views.

Citizen Journalism is an excellent way of imparting information and India being a diverse nation, surrounded by complex issues and these issues can be about anything- infrastructure problems, crime, water, and electricity availability etc. and most of these issues exist at a local level. This way of journalism has played a vital role in presenting issues coming from different walks of society is commendable and creating pressure on the relevant bodies.

Talking about the advantages of Citizen Journalism

Capturing a crisis or event at the moment it happens is a major advantage of citizen journalism. Recently, an Army Jawan was ill-treated slapped on the streets of Gurgaon by a woman who was at pure fault. Luckily, it was captured on camera by one of the passers and when it went viral, people showed their reaction and feedback over it. They clearly spoke that the lady should not go away with it being the fairer sex. Finally, she was arrested the same day on the charges of causing hurt to deter a public servant.

Citizen journalism tends to provide more accuracy. If we look at this story of a woman assaulting an Army

Jawan, there would have been chances to play with the angle of news or tampering with the video. Unfortunately, the lady got bail the same day she got arrested but definitely this correct reporting has left an impact on us.

There have been cases wherein media has been challenged on the account of feeding misleading information. One of the cases to mention over here was about Chennai airport images mislabeled by wire news agency Press Trust of India (PTI) alongside a story about parts of Ahmedabad airport that was inundated with rain. The error originated from PTI and was spotted by Twitter users when other news outlets carried images apparently showing an air-side view of a waterlogged Sardar Vallabhbhai Patel International Airport, Ahmadabad. Press Trust of India acknowledged the error and said it had terminated the services of the photographer. The agency responded after getting pulled up by Smriti Irani, the then Information & Broadcasting Minister.

Research Objective

In this study, the researchers have tried to understand the growing phenomenon of citizen journalism via social media. With reference to this, three popular social media properties and a newspaper's citizen column was observed in order to recognize the share of voice of citizens of this country and issues raised or shared by them.

Research Method

For the present study Changing Media Landscape with Social Media and Citizen Journalism quantitative research method has been used. Here the researcher will study the various streams on which the common public spoke be it politics, social issues, entertainment etc.

Sample

The researchers have considered

citizen-oriented websites, citizen columns in newspapers and social media accounts who serve the purpose of citizen journalism by giving space to issues which are missed or not highlighted well by the media present at large. The samples taken for the study are Youth Ki Awaaz a web platform, The frustrated Indian, a social media platform associated with Facebook, Dainik Bhaskar and the lying lama an account from twitter.

Data Collection

For the present study, Changing Media Landscape with Social Media and Citizen Journalism, the data is collected through statistical technique from different media platforms like Facebook, Twitter, Dainik Bhaskar, and Website.

Data Analysis

The data collected through Facebook, Twitter, Dainik Bhaskar, and the website is analyzed using critical analysis and interpretation of figures and numbers.

Data Presentation

For the present study, the data is presented with the help of graphs in form of pie-charts.

Study on Changing Media Landscape

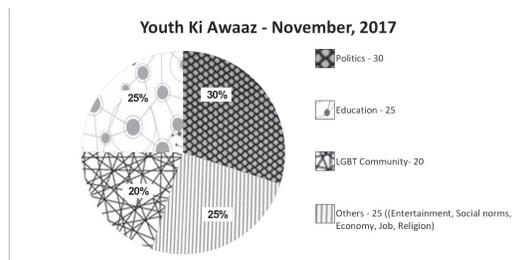
1) Youth Ki Awaaz (YKA) is India's largest online platform for the youth to voice themselves on issues they care about. More than 35,000 writers have written on the platform till date. As a Citizen Journalist website, the team looks into stories submitted by youth which their community guidelines and do not infringe on anyone's privacy, right to expression, and are not biased or discriminatory when it comes to gender, class, caste, religion, and so on. The site offers multiple stories on gender issues, sexual abuse, tribes of India, & animal rights to name a few. Considering the data

of a month, articles on education were in majority, then gender issues and then caste system in India was covered. According to Trafficeestimate.com – the site witnessed 597,900 visits in the last 30 days.

Some of the hit stories from the portals were:

A story on How Nepali Women Are Forced To 'Sell' Their Skin To Make Rich Indians Beautiful, Soma Basu has been awarded the prestigious Kurt Schork Memorial Award under the Local Reporter category for her attention to detail and in-depth reporting and was even acknowledged by the Nepal Government.

A Young Bleeding Woman' Pens An Open Letter To The Keepers Of Sabarimala Temple. Post-publishing, this piece led to mass media mobilization around the issue as several news outlets published excerpts from the author's letter. A nationwide campaign, #HappyToBleed was organized around the letter and raised important and pertinent questions about menstruation and the stigma around it.



1) The Frustrated Indian

With followers, of over 10 lakhs, TFI enjoys a good amount of attention on Facebook. It was started as a Facebook page by Delhi Based techie Atul Kumar Mishra. It was started to provide the youth of the country a platform for coming together and exchanging perspectives, as

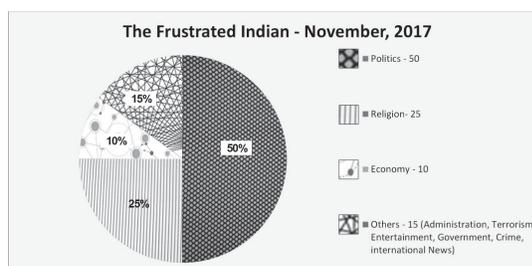
the first step to Positive action. They cover topics like politics, infrastructure, sports, religion, gender issues, international agenda and much more. Their website rightlog.in is again a vibrant community of 100+ Writers and almost 4 Million Monthly Readers.

Important stories on this page: Muslim Yoga Teacher Rafia Naaz Hounded by People of her Community

She became the favorite target of her community. She received threats to stop performing Yoga, but she disregarded them and continued pursuing her passion. Then came the physical intimidation.

Are you a Patel? Have You Decided to vote for Congress? All the Best but Do Read this Article Once.

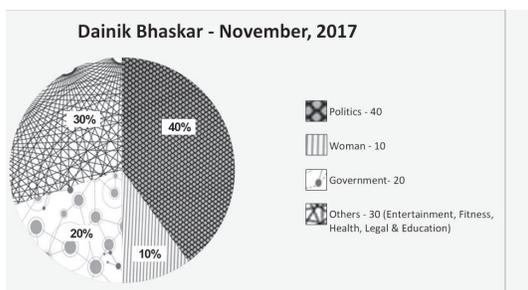
In a state where elections are primarily between these two parties, Patel community is in a catch-22 situation. It appears Congress too rejected their demand of including them in OBCs and instead offered three proposals for the community leaders to deliberate and consider.



1) Dainik Bhaskar-

Dainik Bhaskar is an Indian Hindi-language daily newspaper that is now the largest circulated daily newspaper of India, owned by Dainik Bhaskar Group (D B Corp Ltd.), the largest Print Media Company in India. Started in Bhopal in 1958, it expanded in 1983 with the launch of Dainik Bhaskar's Indore edition. Hindi

daily Dainik Bhaskar is India's largest circulated national daily. According to the stats given by printweek.in in 2016 Dainik Bhaskar has circulation of 3.89 million copies per day. All its editions combined, DB Corp has circulation of 5.3 million copies per day. The publication enjoys 52 print centres, 62 print editions, 210 district editions, 353 editorial bureaus, More than 30 all-colour editions, 3.5 lakh sq/m plates per annum, Largest consumer of newsprints in India with about 47,000 tonnes per quarter



1) **The Lying Lama**- A very popular account on Twitter which enjoys over 2 lakh followers and has done over 80 thousand tweets since the time account is on. This accounts' tweets are also used by media houses as well.

Below are the tweets which were picked up by The Times of India, when The Lying Lama had trolled the senior journalist Rajdeep Sardesai.

Rajdeep Sardesai @sardesairajdeep

#GroundZeroBengal is this really an election without options? 8.40 pm @IndiaToday TV do watch

The Lying Lama

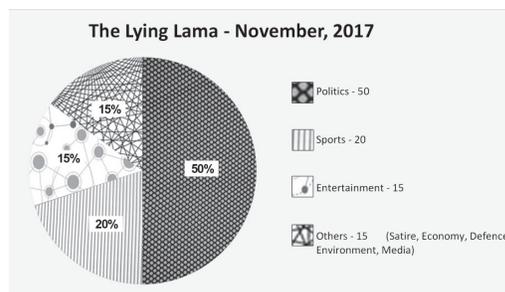
.@sardesairajdeep Sir, your arguments are like the books being sold on railway station platform. Everyone reads them but nobody buys them :(

Rajdeep Sardesai @sardesairajdeep

Old/false stories, fake photos, rabid tweets, exag reports, some 'friends' hell bent to stir a communal divide thru social media.

The Lying Lama

.@sardesairajdeep Sir halfway through this tweet, I felt like I was reading your job description :)



Result:

Studying the different platforms of online media and print media, Politics was the most written, shared and discussed topic online. Gujarat election was one of the hot topics among these platforms, Linking of Aadhar with all personal data was also raised by citizens in the form of favor and against on the platforms like Facebook and Twitter. The reaction of opposition parties on this initiative was also shared and tweeted.

Though every platform had a few different categories too under which citizens' expressions were presented. The website Youth Ki Awaaz had articles on the current education system of India, the rate race for IITs and IIMs, why a girl is child deprived of education when we are developing, stress in education. Another gamut of articles was on LGBT community, wherein people had shared their personal experiences being one. It was interesting to you that those articles were not under the anonymous section and were posted by people who are from this community along with their photographs. There was no objective to hide their

identities and they were open to the world to root out the stigma.

Spoofs and satires were also seen trending on social media related to different categories which were in news. A column dedicated to citizens in the newspaper Dainik Bhaskar has allowed citizens to express their thoughts and grievances. Covering national politics, state politics, women safety in the city were a major concern for these citizen journalists. Sports news was also shared and read as Indian women's hockey team lifted Asia Cup title & M C Mary Kom wins gold medal in 48 kg category in Asian Women's Boxing Championship.

Conclusion

We have witnessed the transition of media and active participation of people

due to social media. This has certainly changed the media landscape of our country. Today social media and citizen journalism go hand in hand and the cult of Journalism has been re-defined. Today more and more people depend on social media for breaking news. Social media serve as a platform to read and followers also share different perspectives. Also, the popularity of blogging, Facebook, and Twitter have given rise to citizen journalism wherein even a common man has an option to report, criticize and comment on topics. With this trend, traditional media has become more accountable than before. Any hypocrisy, prejudice or biased reporting immediately gets mocked and shamed on the Social Media.

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