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Rise of Social Media and Online News Spaces

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Abstract:

In modern newsrooms, social media is an essential component. Using social media is an integral part of making news. The influence of social media on journalism has been immense, surpassing all previous waves of technological revolutions in terms of scope, depth, accessibility, audience agency, and structural and functional changes to the media. Almost everyone agrees on this. The merging of multimedia newsrooms allows for the use of the most advantageous aspects of many media traditions. Because of the Web's interactive features, viewers are now able to participate in the news making process, which changes the dynamic between journalists and viewers. In a number of instances, major structural shifts in the media production process have rattled the conceptual foundations of dominant theories and models of the media.

Keywords: Social media, News, Journalism, Internet

Introduction

Lots of people are wondering what the rise of network societies will mean for the way news is made and consumed online (Alqudsi-ghabra, Al-Bannai, T., & Al-Bahrani, 2011; Mitchelstein & Boczkowski, 2010, in press). Many studies (Ahlers, 2006; Althaus & Tewksbury, 2000; Dutta-Bergman, 2004; Gentzkow, 2007; Kaye & Johnson, 2003; Newell, Pilotta, & Thomas, 2008) have examined the potential impact of internet news on print newspapers. As a result of the deterioration in the quality and variety of news coverage, concerns about displacement are typically linked to the loss of the financial models that sustain high-quality journalism.

The ARPA Network, a military communication system, was first established in 1967 by the Defense Advanced Research Project Agency (ARPA). To connect even more researchers and computer experts, four other universities were included in the network in 1969. As a result, it is best reserved for use in highly technical and scientific contexts. Tim Berners-Lee established the World Wide Web (www.) in 1989. Afterwards, in 1995, everyone was able to access the Internet due to gradual advances in both the network and devices that could access it. Initially, website owners had complete control over the content on their sites, and those sites were completely static. Internet users would be the only ones

able to access such data. The first World Wide Web, known as Web 1.0, could only support one-way communication. The Internet reached unprecedented heights of popularity because to improved user interfaces made feasible by technology breakthroughs. The upgrade from Web 1.0 to Web 2.0 was also expedited by it. Web 2.0 combined the existing web technologies in a way that enhanced engagement, participation, and collaboration. The evolution of the Internet into a more communal platform gave rise to a new generation of social media.

Online news spaces, especially social media platforms, are on the rise, and this is having an evolutionary effect on traditional news media. The optimal way to provide the groundwork for a study's conceptual framework is to investigate the origins, development, and applications of the new medium's underlying technology. In terms of the content's nature and the interaction between sources and viewers, the changing practices signify nothing short of a transformation. The research aims to provide a conceptual framework for the analysis by using the following elements: the Internet as a foundational technology; web and social media as consequent platforms; forms of online news platforms; and pattern of online news consumption. This chapter begins with the technical aspects of social media, as they developed from the Web, which was itself an application of the Internet.

The word ‘social’ originates from the Latin ‘socius’ meaning ‘friend’.⁹⁷ The word is used in the context of seeking or enjoying the companionship of others. Therefore, social refers to the practice of living in communities, in which communication acts as the glue. In the new media parlance, technologies which facilitate people's tendency to live in communities constitute social media.

There is a long dispute over who coined the term ‘Social media’. There are three claimants who claim to have used the word ‘Social media’ first. According to Bercovici (2010)⁹⁸, Tina Sharkey (CEO of babycenter.com), Ted Leonsis (former executive at AOL) and Darrell Berry (photographer/writer/researcher/strategists) are three claimants of having coined the term ‘Social media’. Written shreds of evidence suggest that Darrell Berry has coined the term. In the paper ‘Social Media Spaces’ Berry (1995)⁹⁹ has argued, “Virtual and real spaces may be integrated to form hybrid social media spaces enabling a fine-grained interaction of real and virtually-present participants, architectures and objects”.

Social media being an evolving concept having a vast scope, a standard definition is tough to find out. Having studied the concept from multi-disciplinary approaches, researchers and academicians have defined social media from the perspective of their own disciplines.

LITERATURE REVIEW

The Neilson Company *et al.* (2022) 35.9 million homes in the United States have four or more TVs, according to the 2011 U.S. Computerized Consumer Report. Thus, televised media is getting more accessible and mainstream as a result of constant inventive progress. According to Bandura, visual media like television have a significant impact on the social learning of both adults and children. He elaborates on the idea that the media can reach a large audience with a conglomeration of messages on behavior. Media influence extends much beyond the dissemination of generalized information. "What they see, hear, and read in the mass media heavily influences their perceptions of social reality," says Bandura, who claims that this is due to people's limited exposure to the outside world. To put it simply, people's observations—their

perceptions of the world—form the basis of their social norms and concepts.

Bhosle et al. (2022), Media analysis relies on a number of fundamental methods, one of which was investigated by in an investigation of Indian newspapers: the content analysis approach. The method has been described by Barelson as a means of thinking about and investigating transactions in a basic, objective, and quantitative manner in order to measure variables. Throughout the months of October, November, and December 2006, this article analyzed the content of three online releases. Ranchers around the country are busy planting kharif crops in this post-Diwali season. For a deeper grasp of the culture and news coverage of the period, this was the ideal time range to study. This study classified thirteen different types of news items, and the amount of news items served as an evaluation metric for the substance. The study's findings show that: (1) despite Sakal's status as a Marathi dialect newspaper, it covers more global news items due to its growing love for such things. Additionally, Marathi readers are quick to consider political developments and misconduct when given the opportunity. Nai Dunia, a Hindi daily, touches on gardening, social, cultural, and health-related topics every day. It reflects the typical Hindi reader. It aspires to alter their tendencies in the modern day. (3) National themes get higher attention in Hindi. Also included are topics related to development, mechanics, and business. Since the Hindu must dive into real national concerns, its technique is radically different from that of the dialect newspapers.

Ford and Merchant et al. (2018) performed research on "A Ten year Retrospective of Advertising Research Productivity, 1997-2006" that looked at refereed articles in the top three American advertising journals (Journal of Advertising, Journal of

Advertising Research, and Journal of Current Issues and Research in Advertising), and a second study that switched things up by looking at other advertising scholarship sources. We have painted a detailed picture of advertising scholarship and offered some recommendations for its future development. Researchers concluded that academics with backgrounds in marketing and business wrote the most advertising publications, and they also found that advertising production is inversely related to academic rank. The most productive fields, with a consistent level of output throughout university ranks, were those dealing with marketing, media, and communications.'

Diane Levin Zamiri et al. (2021), a thorough comprehension of how teenagers react to media material is necessary due to the substantial impact of media consumption on health behavior within this demographic. The purpose of this study was to establish and evaluate a model of media health literacy (MHL), which aims to promote health behavior change (such as quitting smoking or cutting back on junk food, increasing physical activity, decreasing sedentary time, reducing the risk of injury, and improving sexual behavior), as well as to identify the factors that influence this change. A total of 1,316 Israeli teenagers from seventh, ninth, and eleventh grades participated in the school-based research that used both quantitative and qualitative tools to create the new assessment. The results indicate that MHL may identify at-risk groups and provide a foundation for youth health promotion by acting as a predictor of health behavior among adolescents.

Richard Coppings et al. (2021) He oversaw a representative sample of persons who had been through an extended power outage in order to learn about their perspectives on food safety, their level of education on the subject, and their habits in terms of disaster planning and reaction. In the midst of the

most recent widespread power outage, only 16% of those polled were completely prepared to guarantee food safety. Recommendations for safe feeding procedures were not followed by many responders. In the event of a future power outage, responders have also figured out how to keep food safe. The majority of Americans are unable to guarantee food safety in the face of widespread power outages, even though there is a wealth of knowledge on disaster planning and response that is easily accessible. Ultimately, the study's findings will aid in reducing the risk of food-borne disease by revealing gaps in consumers' knowledge and habits about food safety, which will lead to the improvement of current instructional materials.

Social Media Penetration Worldwide

The growing use of social media is evident from the data given in the Table-1 and Table-2.

Emergence of Online News Platforms

Some more traditional linear modes of news dissemination appeared on the web even in its infancy. Online news consumption became a fulfilling activity as new channels for sharing news appeared, thanks to the

development of more interactive technology and the expanding possibility for user interaction. The dissemination of news has been a primary function of the Internet since its inception.

The expansion of online news sources was hastened by the advent of Web 2.0. Web 2.0 made it possible for individuals, instead of merely receiving material, to share it with the world. Instead than waiting for the media to provide the information that people want, they may get it freely based on their interests and requirements. While we were only users in the early days of the web, now we are integral to it and have a hand in making it what it is today. "Holding the collective intelligence of users" was stated by O'Reilly (2005) as the key concept that made Web 2.0 successful.

Many news companies started publishing online versions after being enticed by the participatory features of Web 2.0. After seeing the millions of users on different social media platforms, media companies quickly established a presence on these sites. Figure-1 illustrates the relationship between social media and Web 2.0.

Table 1: Active Users of Social Media Worldwide

	Active Users Worldwide* (in millions)	Active Users in India#(inmillions)
Number of internet users	4176	462
Number of mobile internet users	3908	430.3
Number of social media users	3397	250
Number of mobile social media users	3179	230

Table 2: Active Users of Various Social Media Platforms

Name of Site	Global Penetration of Social Networks*	Penetration of Social Networks in India#
Facebook	65%	30%
Twitter	23%	18%
Instagram	27%	19%
WhatsApp	42%	28%
Facebook Messenger	36%	15%
Snapchat	12%	10%

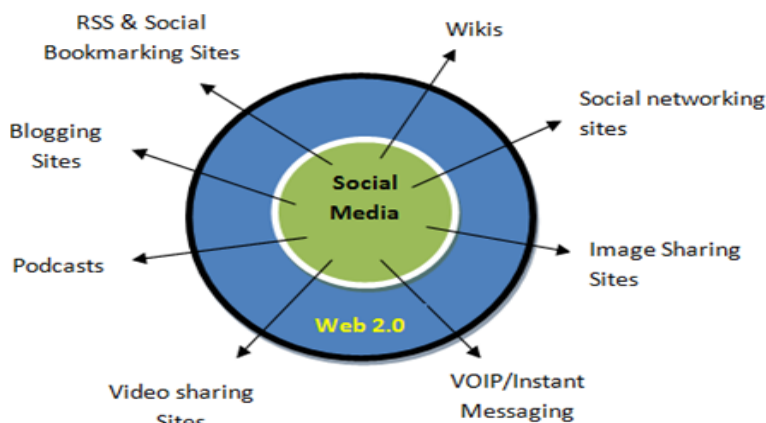


Figure 1: Interrelation between Web 2.0 and Social Media

In order to take advantage of the opportunities presented by social media, media companies shifted gears over the following six years (2007–2012), when they created their own Facebook pages, Twitter accounts, and YouTube channels (see Table-3). In early 2009, the New York Times became the first major news organization to

employ a social media editor; in late 2009, Sky News in the UK also employed a Twitter correspondent to report on breaking events; and in 2010, the BBC followed suit (Alejandro, 2010).

Listed below are the social media accounts and follower counts of several well-known news organizations:

Table 3: Mainstream Media's Presence on Social Media

Name of Organizations	Media	Facebook page created	Followers on Facebook (approx.)	Twitter handle created	Followerson Twitter (approx)
CNN		8thNov.2007	30M	9thFeb.2007	40M
BBCNews (UK)		24thDec.2009	47M	8thJan.2007	9.39M
TheGuardian		26thNov.2007	7.7M	6thNov.2009	7.18M
The New York Times		30thOct. 2007	15M	3rdMarch 2007	41.6M
TheWashingtonPost		7thNov.2007	6M	27thMarch2007	12.6M
AajTak		25thSep.2008	21M	26thMay2009	7.41M
ABPNewsHindi		26thAug.2010	17.6M	12thJuly2011	1.07M
ZeeNewsHindi		27thJan.2012	10M	12thJan.2012	1.58M
ZeeNews (Eng.)		8thDec.2009	8.9M	12thDec.2008	4.02M
BBCNews Hindi		20thJuly2011	6.5M	13thSep.2011	1M
DainikJagran		6thJuly2009	13.6M	11thAug.2009	0.5 M
DainikBhaskar		15thJan.2010	14M	20thAug.2009	0.5M
TimesofIndia		26thJune2008	10.6M	19thApril2010	11.2M
HindustanTimes		5thAug.2009	5.8M	29thApril2009	6.43M
IndianExpress		26thOct. 2009	7.1M	8thMay2009	2.85M
TheHindu		22thOct. 2011	5.2M	13thFeb.2009	4.86M
CNNNews18		22ndAug. 2008	6M	2ndJune2007	4M
NDTV		19thJune2008	2.3M	2ndMay 2009	10.8M
Times Now		20thJune2009	5.4M	20thJan.2011	8.56M

Table 3 shows how social media became an invasive presence on the online and how it evolved the web into a more advanced news platform. At last, the "web - as a news platform" is starting to heat up, with genuine two-way conversation taking place. Organizations in the media are making use of user-generated material. People, meantime, are reading news stories published by various media and offering their opinions on the matter. Media outlets increasingly rely on UGC (User Generated Content) for their news coverage. While user-generated content (UGC) allows media outlets to cover local concerns, it's unsafe to use it without first verifying its accuracy. First, media organizations check the viral videos and photos sent by local reporters. Then, they gather more relevant information. Finally, they post the contents with the additional information on their verified social media accounts. The sheer amount of user-generated content (UGC) on the internet has prompted news organizations to establish standards and provide journalists

with training on how to identify and verify newsworthy pieces.

Figure 2 shows several screenshots from Facebook that show how a prominent media company uses user-generated content. Crucially, they have also included the names of reporters who have verified these user-generated materials; the articles were only published on the organization's official Facebook page following confirmation from the reporters.

The media companies are attempting to reach out to "Digi-audiences" in a creative manner in order to increase website referral traffic. Journalists are encouraging audience participation in their postings by posing questions or conducting polls on readers' opinions on certain subjects. A growing number of journalists are responding to user comments with humorous memes in an effort to draw in more readers. Media companies are engaging their viewers on social media accounts to acquire more comments and likes, which lets them know readers' views. Figure-3 displays several screenshots showing this in action.





Figure 2: Use of User Generated Contents by a Media Organization





Figure 3: Use of Facebook by Media Organizations for Audience-engagement

The aforementioned images demonstrate the widespread use of social media platforms in the news producing process by Indian mainstream media. Media companies now have access to immersive possibilities because to Web 2.0's interactive features. Sixty-6.40% of journalists use social media for both personal and professional purposes,

with 33.6% utilizing it exclusively for work-related matters, according to Figure -4. Everyone is using social media in their professional life. Based on these results, it seems that Indian journalists have heavily used social media for professional purposes.

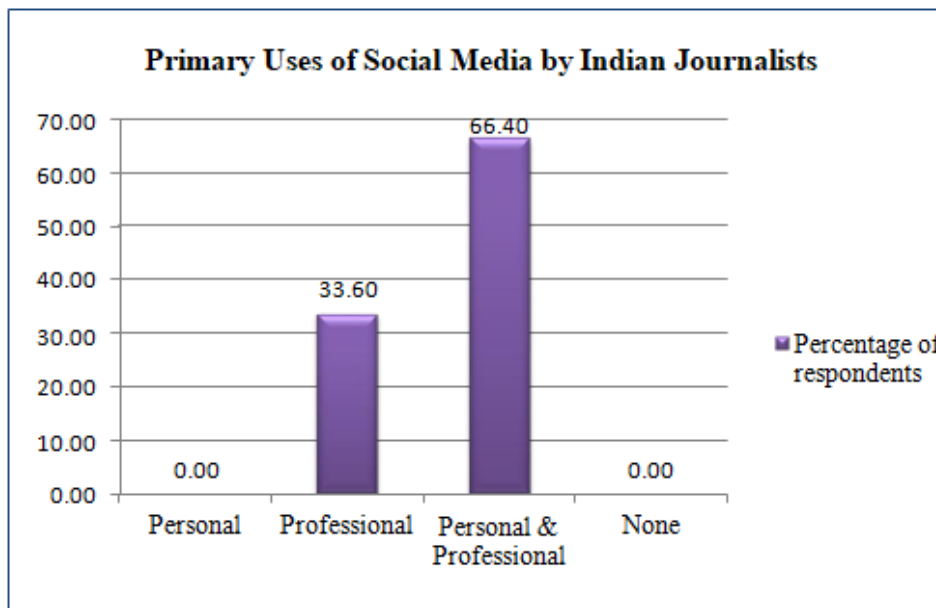


Figure 4: Social Media Platforms Mostly Used by Journalists in their Professional Lives

According to Figure -4, journalists use Twitter more than any other social media network. While 97.60% of Indian journalists use Twitter primarily for work-related objectives, 94.40% use Facebook, and 81.60% use WhatsApp. Sixty-two percent of journalists use YouTube, while fifty-two percent use Instagram. Here we have the top five most popular social media sites: Instagram, Facebook, WhatsApp, YouTube, and Twitter. Among the several social networking sites, Indian journalists hardly ever utilize LinkedIn.

Digital Tools Used by Web Journalists

The fact that journalists are dealing with information overload on the web is an undeniable reality. Sorting through mountains of data to find relevant news stories is a time-consuming ordeal. Web journalists are required to maintain a state of constant vigilance in order to capture digital news stories as they unfold. Everyone from regular citizens to famous people and government leaders are using social media to get their thoughts out. In order to stay abreast of breaking news, web journalists must constantly check such social network profiles. Since every news outlet is racing to be the first to report breaking news, online journalists need access to digital resources that will improve their work.

Slack

Slack, which stands for "searchable Log of All Conversation and Knowledge," has quickly become the go-to platform for internal company communications. One tool that many businesses utilize to facilitate internal team communication and collaboration is Slack. Editors may get real-time statistics or input via the integration of Slack's bot. Files and other data may be easily shared on Slack, and all of this, including chats, can be searched inside the platform. The commercial version includes search capabilities that let editors quickly

locate content, even inside a shared document.

Google Alert

This tool of Google enables journalists to get an email notification about the topic they always want to get updated information about. This tool continuously monitors the web for new content related to the topic you are looking for. It sends emails after finding new results that matched the exact 'keyword'. It sends not only the notification, but the links of the news, headlines, and intro of the news too containing exact that keyword.

Google Reverse Image Search

In the fight against online misinformation and altered images, this is a must-have tool for web journalists. Photographs or memes may have their origins traced back to their original creators with the help of this application. Journalists may now use this feature to search the web for comparable photographs by image. Journalists learn the story behind a photograph once they track down its source. In order to combat the spread of misinformation and altered images, journalists rely on this technology to check user-generated material on social media platforms.

YouTube Data Viewer

It is a tool to extract hidden data from videos hosted on YouTube. It allows extracting exact upload date and time of several copies of the same video to determine the original video. It also provides several thumbnail images to be searchable on Google image.

CONCLUSION

The results of the poll, newspaper content analysis, and in-depth interviews with editors all point to the fact that social media has become an integral part of news creation in India's mainstream media. The use of social media has grown in importance across the whole news creation cycle. All three forms of traditional and online journalism agree that social media has changed the way

journalists do their jobs and the stories they cover. The conventional news sources may have lost some of their luster as a result of the rise of social media as a news source for major publications. Whether it's as a main source or a secondary one, newspapers increasingly cite social media sources in their reports. Newspapers are increasingly using social media as a main source in their articles. Among other sources, newspapers often use social media as a secondary source in their articles. Because of the high level of confidence that readers have in verified account material, publications often directly utilize this content. Included in the report are just unconfirmed Vox-pops from the general public.

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