

ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Diploma in Journalism & Mass Communication
(DJMC)

Social Media





ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-05

Social Media

Block

2

Social Media

Unit - 1

Definition of Social Media and History of Social Media

Unit - 2

Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc

Unit - 3

Characteristics of Social Media

Unit - 4

Synergy between Social and Mainstream Media

Unit - 5

Citizen Journalism

Expert Committee Members



Dr. Mrinal Chatterjee (Chairman)	Professor, IIMC, Dhenkanal
Abhaya Padhi	Former, ADG, Prasar Bharati
Dr. Prdeep Mohapatra	Former HOD, JMC, Berhampur University
Sushant Kumar Mohanty	Editor, The Samaja (Special Invitee)
Dr. Dipak Samantarai	Director, NABM, BBSR
Dr. Asish Kumar Dwivedy	Asst. Professor, Humanities and Social Science (Communication Studies), SoA University, BBSR
Sujit Kumar Mohanty	Asst. Professor, JMC, Central University of Orissa, Koraput
Ardhendu Das	Editor, News 7
Patanjali Kar Sharma	State Correspondent, News 24X7
Jyoti Prakash Mohapatra	(Member Convenor) Academic Consultant, Odisha State Open University



Course Writer:

Ms. Aswini Kamble

Asst. Professor, IIMC, Amaravati

Edited by :

Dr. Mrinal Chatterjee,
Professor, Indian Institute of Mass Communication, Dhenkanal

Block

1

Content

Unit-1: Definition of Social Media and History of Social Media

1.1 Learning Objectives	7
1.2 Introduction	7
1.3 Impact of Internet	8
1.4 History of Internet	9
1.5 Social Media	12
1.6 Definitions of Social Media	13
1.7 Some Prominent Examples of Social Media	14
1.8 History of Social Media	15
1.9 Using Social Media for reporting	19
1.10 Check your Progress	22

Unit-2: Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc

2.1 Learning Objectives	24
2.2 Introduction	24
2.3 Common Features of Social Media	24
2.4. Types of Social Media	25
2.5. Facebook	29
2.6. Twitter	30
2.7 YouTube	30
2.8 WhatsApp	31
2.9 Check your Progress	34

Unit - 3: Characteristics of Social Media

3.1 Learning Objectives	36
3.2 Introduction	36
3.3 Popularity of Social Media	36
3.4 Characteristics of social media	37
3.5 Criticism of Social Media	40
3.6 Check your Progress	73

Unit - 4: Synergy between Social and Mainstream Media

4.1 Learning Objectives	45
4.2 Introduction	45
4.3 Functions of Mass Media	45
4.4 Functions of Social Media	47
4.5 Synergy between Mass Media and Social Media	47
4.6 Some Case Studies	48

4.7 Social Media for Reporting.

4.8. Check your Progress 57

Unit - 5 : Citizen Journalism

5.1 Learning Objectives 59

5.2 Introduction 59

5.3 Definition of Citizen Journalism 59

5.4 Citizen Journalism in Mass Media 61

5.5 Citizen Journalism in Mass
Media: Indian Perspective 62

5.6 Scope of Citizen Journalism in
the Social Media Age 63

5.7 Citizen Journalism and
Social Media in India 65

5.8 Check your Progress 69

UNIT 1

Definition of Social Media and History of Social Media

- 1.1 Learning Objectives
 - 1.2 Introduction
 - 1.3 Impact of Internet
 - 1.4 History of Internet
 - 1.5 Social Media
 - 1.6 Definitions of Social Media
 - 1.7 Some Prominent Examples of Social Media
 - 1.8 History of Social Media
 - 1.9 Using Social Media for reporting
 - 1.10 Check your Progress
-

1.1 LEARNING OBJECTIVE

The objective of this unit is to understand the new medium called Internet, its history and how it has affected our life. Further, in this unit, we have discussed social media as a phenomenon and its various definitions.

After reading this unit you will be able to understand:

- The importance of Internet in communication
 - The definitions of social media
 - How you can use social media for practicing journalism
-

1.2 Introduction:

In India following is the status of Mass Media:

Newspaper: As per the Registrar of Newspapers of India, the total number of registered publications as on 31st March 2015 is: 1, 05,443. Out of these, publications under newspaper category are 14,984 and publications under periodical category are 90,459

Television: As per the I & B Ministry, the total permitted private satellite TV channels having valid permission in India are 891 out of which 399 are news and current affairs channels and 492 are non-news and current affairs channels.

Radio: All India Radio's home service comprises 419 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 146 dialects. There are 245 operational private FM stations in India. There are 196 operational community radios as of 30th June 2016.

In India following is the status of Internet and Social Media:

Internet: According to internetlivestats.com, India is the second largest country in terms of Internet users in 2016 after China. Though the penetration of Internet is still low (34.8% of the total population) but the yearly growth is more than any other country in the world.

Mobile Internet: According to the Internet and Mobile Association of India, the number of mobile internet users in India is projected to double and cross the 300 million mark by 2017 from 159 million users in 2015. India is the third largest country (122 million users) in terms of usage of smart phones after China and US in the year 2013.

Social Media: In case of social media, India has the highest number of active Facebook users in the world. As per the statista.com, India has 195.16 million registered Facebook users in 2016.

In case of micro-blogging site Twitter In **2016**, it is projected to reach 23.2 million monthly active users in the region, up from 11.5 million in 2013. As per another report India is the second largest market for video streaming site YouTube.

1.3 How Internet has changed our life?

These days most of us use internet for different purposes. You must have done online shopping or you must have checked the exact location and distance of a particular place, you must have checked the online travel packages or you must have downloaded books for your exams or movies for entertainment, you must have using online banking facility or you must have been using internet to check the job openings. Internet has changed our lives. Following is rough list of the reason how it has affected our lives:

Faster Personal and Professional Communication:

The internet allows us to communication at personal level with friends and at professional level to build stronger connections. Internet has provided with many facilities which have made communication faster and smoother with one or many. Earlier it was telephone or letter which was used for personal communication and television,

newspaper and radio was used for mass communication. Internet can be used for both purposes. This change was significance.

Multi-tasking:

Internet can be used for many reasons like entertainment, information, education, to earn as well as to spend to name a few. This has been never happened before. One medium allowed its user to use for different functions.

Online Selling and Buying:

Internet has provided space for buyers and sellers. It has changed the way people used to shop. Other than this, many things are available for shopping on one medium. One can get a lot of information about product, service, price and offers for apparels to houses, from sunglasses to cars. E-commerce is the one of the fastest growing industry in India.

Streaming:

We don't have to stroll through the endless lines of movie rentals and CD cases. Thanks to the net, we can watch television and movies whenever we want, and we can listen to an endless supply of music. Not to mention, we don't have to buy an entire CD just to listen to the only one good song.

An Ocean of Information:

With the availability of Internet, an ocean of information is available to its users. Information (relevant and irrelevant both) of variety of topics is readily available. Like habits of your favourite celebrities, latest happenings of politics, latest offers of online shopping, innovations and research everything is available. Internet has up to date information almost on anything.

With latest innovations in the technology, cheaper smartphones, faster Internet speed with cheap data packs, penetration of internet will keep on increasing and it will keep on occupying more and more space in our daily lives.

1.4 History of Internet:

You must be using Google or Yahoo for different reasons. They are called as search engine. Google is such a popular brand that many people take it as synonym for internet. So, what is internet and how it evolved?

History channel has made a special programme on history of internet. The name of the documentary is 'The Invention of the Internet'. The same history is available in brief on its website. The internet was evolved as follows:

Unlike the light bulb or the telephone, the internet has no single 'inventor'. It has evolved over the time. But we can say roughly it was started in 1950s with computing technology. The Internet got its start in the United States. For years, scientists and researchers used it to communicate and share data with one another. Today, we use the Internet for almost everything, and for many people it would be impossible to imagine life without it.

During the cold war US government itself formed new agencies, such as the National Aeronautics and Space Administration (NASA) and the Department of Defense's Advanced Research Projects Agency (ARPA), to develop space-age technologies such as rockets, weapons and computers. So, internet was developed as a weapon in war strategy.

During 60s the scientists in US were concerned about the telephone system and feared that Soviet may attack the network to destroy the communication system. In 1962, a scientist from M.I.T. and ARPA named J.C.R. Licklider proposed a solution to this problem: a "galactic network" of computers that could talk to one another. Such a network would enable government leaders to communicate even if the Soviets destroyed the telephone system.

In 1965, another M.I.T. scientist developed a way of sending information from one computer to another that he called "packet switching." Packet switching breaks data down into blocks, or packets, before sending it to its destination. That way, each packet can take its own route from place to place. Packet switching made ARPAnet, US's computer network, stronger for the attacks.

In 1969, ARPAnet delivered its first message: a "node-to-node" communication from one computer to another. (The first computer was located in a research lab at UCLA and the second was at Stanford; each one was the size of a small house.

By the end of 1969, just four computers were connected to the ARPAnet, but the network grew steadily during the 1970s. By the end of the 1970s, a computer scientist named Vinton Cerf had begun to solve this problem by developing a way for all of the computers on all of the world's mini-networks to communicate with one another. He called his invention "Transmission Control Protocol," or TCP. (Later, he added an additional protocol, known as "Internet Protocol." The acronym we use to refer to these today is TCP/IP.)

Cerf's protocol transformed the Internet into a worldwide network. Throughout the 1980s, researchers and scientists used it to send files and data from one computer to

another. However, in 1991 the Internet changed again. That year, a computer programmer in Switzerland named Tim Berners-Lee introduced the World Wide Web: an Internet that was not simply a way to send files from one place to another but was itself a “web” of information that anyone on the Internet could retrieve. Berners-Lee created the Internet that we know today.

Since then, the Internet has changed in many ways. In 1992, a group of students and researchers at the University of Illinois developed a sophisticated browser that they called Mosaic. (It later became Netscape.) Mosaic offered a user-friendly way to search the Web: It allowed users to see words and pictures on the same page for the first time and to navigate using scrollbars and clickable links. That same year, Congress decided that the Web could be used for commercial purposes. As a result, companies of all kinds hurried to set up websites of their own, and e-commerce entrepreneurs began to use the Internet to sell goods directly to customers.

Wikipedia has given a detailed account of development of internet. For more information you can visit :https://en.wikipedia.org/wiki/History_of_the_Internet

Internet history timeline

Early research and development:

- 1966: [Merit Network](#) founded
- 1966: [ARPANET](#) planning starts
- 1969: ARPANET carries its first packets
- 1970: [Mark I network](#) at [NPL \(UK\)](#)
- 1970: [Network Information Center](#) (NIC)
- 1971: [Merit Network's packet-switched network](#) operational
- 1971: [Tymnet](#) packet-switched network
- 1972: [Internet Assigned Numbers Authority](#) (IANA) established
- 1973: [CYCLADES](#) network demonstrated
- 1974: [Telenet](#) packet-switched network
- 1976: [X.25](#) protocol approved
- 1978: [Minitel](#) introduced
- 1979: [Internet Activities Board](#) (IAB)
- 1980: [USENET](#) news using [UUCP](#)
- 1980: [Ethernet](#) standard introduced
- 1981: [BITNET](#) established

Merging the networks and creating the Internet:

- 1981: [Computer Science Network](#) (CSNET)
- 1982: [TCP/IP](#) protocol suite formalized
- 1982: [Simple Mail Transfer Protocol](#) (SMTP)
- 1983: [Domain Name System](#) (DNS)
- 1983: [MILNET](#) split off from [ARPANET](#)
- 1985: [First .COM domain name registered](#)
- 1986: [NSFNET](#) with 56 kbit/s links
- 1986: [Internet Engineering Task Force](#) (IETF)
- 1987: [UUNET](#) founded
- 1988: [NSFNET](#) upgraded to 1.5 Mbit/s (T1)
- 1988: [OSI Reference Model](#) released
- 1988: [Morris worm](#)
- 1989: [Border Gateway Protocol](#) (BGP)
- 1989: [PSINet](#) founded, allows commercial traffic
- 1989: [Federal Internet Exchanges](#) (FIXes)
- 1990: [GOSIP](#) (without [TCP/IP](#))
- 1990: [ARPANET](#) decommissioned
- 1990: [Advanced Network and Services](#) (ANS)
- 1990: [UUNET/Altnet](#) allows commercial traffic
- 1990: [Archie search engine](#)
- 1991: [Wide area information server](#) (WAIS)
- 1991: [Gopher](#)
- 1991: [Commercial Internet eXchange](#) (CIX)
- 1991: [ANS CO+RE](#) allows commercial traffic
- 1991: [World Wide Web](#)(WWW)
- 1992: [NSFNET](#) upgraded to 45 Mbit/s (T3)
- 1992: [Internet Society](#)(ISOC) established
- 1993: [Classless Inter-Domain Routing](#) (CIDR)
- 1993: [InterNIC](#) established
- 1993: [Mosaic web browser](#) released
- 1994: [Full text web search engines](#)
- 1994: [North American Network Operators' Group](#)(NANOG) established

The changes in the internet technology can be sum

	Online Digital as a Medium for...
Web 1.0	Broadcast with static, read-only content (e.g. websites, e-newsletters)
Web 2.0	Interaction and engagement with use-generated content (e.g. social networking tools)
Web 3.0	Portable personalised content and search functions (e.g. mobile websites, smartphone apps) WE ARE HERE!



1.5 Social Media:

Most of you must be using Whatsapp on their phones. All of you must have used YouTube or Facebook or Twitter or Blogs for different purposes. The use of these various internet based tools is now inseparable part of our lives. There could be different reasons why you want to use these new tools. But one of the reasons is that you want to connect with the world.

When you are using these new tools available because of internet, you are using social media.

All these tools available on internet are collectively called as social media.

Social media has started to dominate our daily communication. It has also influenced the mass communication in a huge way. Social media is most transparent, engaging and interactive form of communication. It combines the true grit of real time content

with the beauty of authentic peer-to-peer communication. There are many forms of social media. There are business networking sites like LinkedIn, there are video sharing platforms like YouTube, and there are social networking sites like Facebook, just to name a few.

One of the biggest changes in the way that we interact, due to social media networks, is the sheer number of people that we can interact with.

Because of social media networks, we are now able to interact with thousands of people all over the world – this is why we see people who have thousands of Facebook friends or tens of thousands of Twitter followers. Without social media, that would be impossible. Social media networks allow us the opportunity to share opinions with a far wider audience.

Another big change that has occurred is that there is now no filter on the way we speak.

In the past, unless you spoke to people directly, you had no way to get your message across regardless of your freedom of speech. Now we can use social media to get our messages out to thousands or even millions of people uncensored.

Social Media is a big world. The number of users of social media is bigger than some of the most populous countries in the world. Facebook has 1.55 Billion Monthly Active Users. If FB was a country it will outrank China, India and will be the most populated country in the world.

You may not be aware of the exact definition but you have an idea about this new media platform.

Social media has made us to communicate with a much greater number of people on a global scale at the same time that used to only be possible on a local level. While this is great when it comes to keeping friendships alive over great distances, it also increases the demands on people to keep a much larger number of relationships going simultaneously, which in reality seems difficult. Do you really have 1,000 friends like we can have on Facebook?

No matter your stance on whether the social media has changed communication for worse or better, there's no denying it plays a major role in our lives today.

Before social media, we were extremely limited in our means to interact with others and we were limited largely to the people that we knew in-person. The social media has drastically changed the way people all over the world interacts and communicate.

1.6 What is the Social Media?

Many people use ‘social media’ without having too many details about it. Social media is widely accepted popular term and hence it is difficult to define it in exact words.

Simply put, Social Media are computer-mediated online tools that allow people, companies and other organisations to create, share or exchange information, career interests, ideas and pictures/videos in virtual communities and networks.

Merriam-webster.com dictionary defines Social Media as forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc.

Businessdictionary.com has defined social media as internet or cellular phone based applications and tools to share information among people.

Oxford dictionary has defined social media as follows:

Websites and applications that enable users to create and share content or to participate in social networking.

Peter Scott and Mike Jacka have defined social media in their book *Auditing Social Media: A Governance to Risk Guide* as ‘the set of web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers’.

One popular social media club **NYC** has defined social media as social media are the online technologies and practices that people use to share , content, opinions, insights, experiences, perspectives and media themselves. They are media for social interactions.

The term Social Media refers to the wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content and join online communities.

The above definitions can be summed up with the following understanding:

- Social media can be defined as the internet based tools and platforms which share the information in the form of text, photo, audio, video and graphics. This has made the transfer of information increasingly fluid among the internet users at individual and organisational level.

· Social media use web-based and mobile technologies on smart-phones, computers, tablets or laptops to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself studies.

1.7 Some prominent examples of social media:

· **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

· **Twitter** is a free micro-blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

· **Google+** (pronounced *Google plus*) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."

· **Wikipedia** is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

· **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

1.8 History of Social Media:

Technology began to change very rapidly in the 20th Century. But the history of social media can go back in 60s.

ENIAC (Electronic Numerical Integrator and Computer) was the first electronic general-purpose computer developed in the 1940s. ENIAC's design and construction was financed by the United States Army, Ordnance Corps, Research and Development

Odisha State Open University

Command. ENIAC was a modular computer, composed of individual panels to perform different functions. After the first super computers were created, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's.

The first known social media site was Six Degrees. It is considered as first modern social network. It was created in 1997. It enabled users to upload a profile and make friends. It allowed users to list friends, family members and acquaintances both on the site and externally; external contacts were invited to join the site. Users could send messages and post bulletin board items to people in their first, second, and third degrees, and see their connection to any other user on the site. It was shut down in 2001.

After this, blogging became popular in Western world. LiveJournal was a social network built around constantly updated blogs. It was started in 1999. LiveJournal encouraged users to follow one another and to create groups and interact with one another.

By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online, particularly in Western countries.

Wikipedia, the most used online encyclopaedia was started in 2001 by Jimmy Wales and Larry Sanger. Wikipedia's total worldwide monthly readership is approximately 495 million in 2014, which shows its popularity.

2003 year was very important for the development of social media. Two popular sites MySpace and LinkedIn were started in 2003. MySpace was a general social media site, LinkedIn was, and is still is, meant for professional businesspeople to connect with each other to network, find jobs and socialize.

Three years after its launch, MySpace became the most popular social network in the world. It was founded by Chris DeWolfe and Tom Anderson. It allowed users to completely customize the look of their profile. Users could also embed music and

videos to their profiles. Musicians like ColbieCaillat, have used MySpace to promote their music and even be heard by record producers and other artists.

Myspace was acquired by News Corporation in July 2005 for \$580 million. From 2005 to 2009, Myspace was the largest social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United States. In April 2008, Myspace was overtaken by Facebook in the number of unique worldwide visitors, and was surpassed in the number of unique U.S. visitors in May 2009, though Myspace generated \$800 million in revenue during the 2008 fiscal year. Since then, the number of Myspace users has declined steadily in spite of several redesigns.

LinkedIn was founded in 2003 and was one of the first mainstream social networks devoted to business and employment-oriented social networking service. Users can create their profile on LinkedIn and connect with people and employers and can get professional insights. Like-minded professionals can come together and share their experiences and opinions about the profession. LinkedIn has made job search very easy without any boundaries. Today, in 2016, it is 15th most popular websites in the world.

In 2004, Digg and Flickr were started. Digg users can share links to anything online and other users can vote that content up ('dig') or down ('bury').

Flickr has become a social network in its own right in recent years. They claim to host more than 3.6 billion images. On their official website Flickr claims following are its two goals:

to help people make their photos available to the people who matter to them and to enable new ways of organizing photos and videos.

Orkut also was launched in the same year. Orkut was quietly launched on January 22, 2004 by Google. Orkut Büyükkökten, a Turkish software engineer, developed it as an independent project while working at Google. The service was designed to help users meet new and old friends and maintain existing relationships. It was one of the first social networking sites became popular among Indian youth in 2008. Along with its popularity, Orkut was misused to start hate campaign. There were cases filed against Google for the anti-India, anti-Shivaji (in Maharashtra) content. It was officially shut down by Google in 2014.

After this, next year i.e. 2005 today's one of the most popular sites was launched and it is known as YouTube. It was and still it is the first major video hosting and sharing site in the world. It was founded by Chad Hurley, Steve Chen and Jawed Karim. The site was activated on February 2005 but opened for uploads in April 2005. The first YouTube video uploaded on April 23, 2005 was titled *Me at the zoo*, and shows co-founder Jawed Karim at the San Diego Zoo.

The two big players who changed the world of communication were launched in 2006. Twitter and Facebook.

Facebook is the most popular social media site and has the highest user base. Facebook is considered by some as the “social media” with likes dominating how popular you are in your friend circle. Most brands have a Facebook fan page where followers can exchange ideas, comment on products and provide direct feedback to the business.

In 2006, the popularity of text messaging (SMS) inspired Jack Dorsey, Biz Stone, Noah Glass and Evan Williams to create Twitter. It is a service that had the unique distinction of allowing users to send ‘tweets’ of 140 characters or less. These days, a lot of film celebrities and politicians are using Twitter to break the news or share their opinion or latest activity.

In 2007, another popular site tumblr was launched. It was started by David Karp and now owned by Yahoo. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users’ blogs. Bloggers can also make their blogs private. On October 21, 2011, Tumblr became the first blogging platform to host US President Barack Obama’s blog

2010: Instagram, Pinterst and Google buzz were launched.

Instagram is the quickest and most convenient way to connect your smart phone pictures to the world is via Instagram. These days, a lot of Indian film actors are using Instagram to share their latest pictures. Instagram allows you to post pictures to Facebook and Twitter; it also allows users to quickly customize the photo with inbuilt filters for fun and creativity. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app.

Pinterest is a social site dedicated visual content i.e. photo-sharing. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp.

Google Buzz was a social networking, microblogging and messaging and messaging tool. It was developed by Google and integrated into the web-based email program Gmail. Users could share links, photos, videos, status messages and comments organized in “conversations” and visible in the user’s inbox. Buzz was discontinued on December 15, 2011 and superseded by Google+.

2011: Google+ is an interest-based social network that is owned and operated by Google. Google+ launched in June 2011. With Google+ its users can post photos and updates status. It can be used with interest based communities. Here ‘circles’ can be made based on groups with different types of relationships. One can use Google+

as a multi-person instant messaging tool and can share text and video chat called Hangouts, events and location tagging. Users can edit and upload photos to private cloud-based albums.

Everyday new tools and platforms have been added to the social media world. One of the major things started happening in this time period is that social media not only became part of everyday personal communication but it also became widely popular with the business community. In other words, be it an individual or a business organisation everyone started using social media platforms to fulfil different purposes. The history of social media can be understood with following info-graphic: (<http://www.adweek.com/socialtimes/social-media-1969-2012/487353>)



1.9 Using Social Media for Reporting:

While discussing the synergy between mainstream media and social media it is very important to understand that mainstream journalists can use social media platforms for many reasons. Instead of seeing social media as enemy of mainstream mass media, one should see the strength that social media can offer to improve the outcome of journalism. As more people have turned to Facebook and other social-media platforms as a place to gather and share ideas, many journalists have been urged by newsroom management to use these spaces as a place to share their work and connect with the public. With the emergence of social media platforms like Facebook, Twitter, Snapchat and others, including story telling methods such as podcasting, the way in which journalists both report and gather the news has dramatically changed. Mainstream journalists can use social media for following reasons:

1. For new ideas:

Journalist can use social media to get new stories. As there are no geographical limitation to get stories on social media one can find a lot of human interest stories which have appeal to connect with local audience of mass media. Social media can be a great way to find people or find stories that you wouldn't any other way. You will understand the point with following example. The Facebook post of a bank employee was used by the journalist of India Today as a story for the website.

This bank employee from Pune shared a post on Facebook with the intention of sending a message to politicians, but the reaction she got was mind blowing. This post of a working mother who juggles between her personal and official responsibilities has gone viral and has been shared more than 10,000 times.

(Published on <http://indiatoday.intoday.in/> , Pune on August 20, 2016)



Its not a baby on a floor ,its my heart on the floor. He was fully fevered not ready to stay with any body. As half day is over I couldn't take leave in between and a urgent release of loan was there . but I could manage to mind my both the duties. Just want to convey the message to ministers who sleeps in assembly

👍 572 🗨️ 110 ➡️ 24k

2. To keep yourself updated:

These days in India many politicians, ministers, journalists, celebrities, sports-stars use social media platforms to give information about any development or to express themselves on certain issue, hence journalists can use this information to give updated news. The latest controversy about the film ‘Ae Dil Hai Mushkil’ is good example. Journalists get updates on the controversy between film director Karan Johar and Maharashtra Nav-nirman Sena chief Raj Thackeray about Pakistani actor from social media. And even reactions of users of social media like Twitter made the headlines. **Following are examples:** ‘Karan Johar finally breaks his silence on ‘Ae Dil Hai Mushkil’ controversy!’

This was headline of news published in Times of India after Karan Johar released his two-minute video statement on Oct 18, 2016. And in the same case the reaction on Twitter made the news.

Twitterati isn’t too impressed with Karan Johar’s statement on Ae Dil Hai Mushkil Controversy (<http://indianexpress.com/> Oct 18, 2016.)

3. To get quotes:

Mainstream Journalists can get quotes for their stories from social media platforms. With quotes from official accounts enhance the importance and impact of the story. Getting quotes from social media helps journalists in a huge way. Journalists get authentic quotes very easily and in quickly. This saves time and energy of the journalists.

“Sayonara Japan! An important friendship stands strengthened as PM @narendramodi enplanes from Osaka for the journey back to Delhi,”

This was tweeted by External Affairs Ministry spokesperson Vikas Swarup. And this tweet was used as quote in the story when Indian Prime Minister Narendra Modi left Japan for India. (<http://www.news18.com/> Nov 12, 2016).

4. To get unusual story

The mainstream journalist can use social media to get unusual stories about some unusual people or events. Journalists have to follow social media platforms to get

‘I’m not marriage material’: Bangalore woman’s rebellious matrimonial CV goes viral’

Indhuja Pillai has become a poster girl for thousands of Indian women after posting an advert on a matrimonial site saying she was a tomboy, wore glasses and sought a man who did not want children.

Her advert, posted on her own website marry.indhuja.com, has had more than 230,000 page views since she uploaded it two weeks ago, more than 1,000 messages of support, and at least 30 proposals of marriage.

interesting soft and sometimes even hard stories. Following is an example of soft story of a blog-post published as a news story (Mar 05, 2015) on the website of www.telegraph.co.uk

5. To get more readership

Journalist can use social media platforms to get wide readership. Many journalists do write for newspapers or television channels but then they also use Facebook or Twitter to talk about their report. This is how they get traditional as well as new media user audience for their stories. One can reach new audiences that maybe don't read the paper every day or don't watch the news. But they may be on Facebook or on Twitter all the time. And it's easy on that site to send articles to their friends, so you have the opportunity to reach a lot more people rather efficiently.

5. To build relationship

Because of the available common space to the journalists as well as readers, it is easy for a journalist to build relationship with his/her readers. All social media platforms are useful for the mainstream journalists to build relationship not only with the readers but also with higher authorities/seniors in the field. According to Cision's "[State of the Media 2016 Report](#)," 73 percent of journalists use social media to build relationships in the West. Journalists may use social media platforms to share their views, opinions and unpublished articles.

6. To engage with the readers;

As the use of social media is increasing many journalists are encouraged by the news houses to engage with audiences by leading Twitter chats, responding to comments left on news articles posted to Facebook and using social media more broadly to develop relationships and drive people to news websites.

Engaging with the readers on social media platforms not only makes you popular among readers but it also may increase your authenticity as a journalist.

Many senior journalists like Rajdeep Sardesai, Barkha Datta do respond to the comments on their Twitter handle.



1.10 Check your Progress

1. How internet has affected our lives?

.....

.....

.....

.....

2. What do you understand by Social Media?

.....

.....

.....

.....

3. Why social media became popular? Give major reasons.

.....

.....

.....

.....

UNIT II

Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc

UNIT STRUCTURE

- 2.1 Learning Objectives
 - 2.2 Introduction
 - 2.3 Common Features of Social Media
 - 2.4. Types of Social Media
 - 2.5. Facebook
 - 2.6. Twitter
 - 2.7 YouTube
 - 2.8 WhatsApp
 - 2.9 Check your Progress
-

2.1 LEARNING OBJECTIVE

The objective of this unit is to understand the common features of social media, various types of social media and some major platforms of social media.

After reading this unit you will be able to understand:

- what are the different types of social media
 - the brief history of major social media platforms like Facebook, Twitter, Whatsapp and YouTube
-

2.2 Introduction

Social media has become the integral part of our daily communication. Research conducted by Nielsen company in 2015, shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become.

In previous unit we have seen how internet and social media evolved. Social media has changed many things. It has affected almost all the aspects of our social life. Not only personal communication but politics, business, socialization and psychology has affected by the social media.

There are various types of social media platforms which are affecting our social life. In this unit, we are going to discuss some of the common features of social media, types of social media and some very popular social media platforms.

2.3 Common Social Media Features

According to webtrends.com, following are the common features of social media sites. If you are not able to find out whether a particular site could be classified as social or not, try looking for at least one of these features:

User accounts: If a site allows visitors to create their own accounts that they can log into, then that's a good sign there's going to be social interaction. You can't really share information or interact with others online without doing it through a user account.

Profile pages: Since social media is all about communication, a profile page is often necessary to represent an individual. It often includes information about the individual user, like a profile photo, bio, website, feed of recent posts, recommendations, recent activity and more.

Friends, followers, groups, hashtags and so on: Individuals use their accounts to connect with other users. They can also use them to subscribe to certain forms of information.

News feeds: When users connect with other users on social media, they're basically saying, "I want to get information from these people." That information is updated for them in real-time via their news feed.

Personalization: Social media sites usually give users the flexibility to configure their user settings, customize their profiles to look a specific way, organize their friends or followers, manage the information they see in their news feeds and even give feedback on what they do or don't want to see.

Notifications: Any site or app that notifies users about specific information is definitely playing the social media game. Users have total control over these notifications and can choose to receive the types of notifications that they want.

Information updating, saving or posting: If a site or an app allows you to post absolutely anything, with or without a user account, then it's social! It could be a simple text-based message, a photo upload, a YouTube video, a link to an article or anything else.

Like buttons and comment sections: Two of the most common ways we interact on social media are via buttons that represent a "like" plus comment sections where we can share our thoughts.

Review, rating or voting systems: Besides liking and commenting, lots of social media sites and apps rely on the collective effort of the community to review, rate and vote on information that they know about or have used. Think of your favorite shopping sites or movie review sites that use this social media feature.

2.4 Types of Social Media:

Social media includes web and mobile-based technology that encourages users to interact with each other by creating and exchanging user-generated content. Beyond that functionality and size can differ greatly. Some of the more popular platforms have become a combination of several of these categories. So it is very difficult to make a list of all the social media platforms as this technology keeps on changing day by day.

Still following is the list of various types of social media platforms depending upon the functions or attributes it has:

Social Networks:

These services allow you to connect with other people of similar interests and background. It is one of the most famous and most used social media platforms. Usually they consist of various profiles and various ways to interact with other users. Here you can set up group and interact with others. Interaction on these sites forms online communities and people frequently share information through posts, links, photos, video and other multimedia.

The most popular examples are Facebook, Google+ and LinkedIn.

Blogging:

Blog is the short form of web log. A blog is an online journal where the entries are published with the most recent first. You can write and publish article on various topics with images and videos. Blogs can be managed by an individuals or a group of people. Facility to comment on each and every post can encourage the conversation on that particular topic.

Popular blogging platforms are Blogger and WordPress

Micro-blogging:

Unlike blogs, micro-blogging sites focus on short updates. It is a shorter version of a blog; micro-blogs allow authors to share quick bites of information rather than long articles.

In India the most famous is Twitter. Other micro-blogging sites are Tumblr and Posterous.

Social Bookmarking Sites:

These services allow you to save, organize and manage links of various websites and resources around the internet. Users can also rate these sites, tag them within categories and leave comments. Tagging helps to increase the visibility and it makes easy to search and share.

The most popular are Digg, Delicious and StumbleUpon.

Social knowledge/Wikis:

These sites are known for its user-generated content. These sites create a central hub of knowledge for others to refer to. Users can have an account and can add to the content. Some of these sites are large and can be accessed by the public, while others can be restricted to a group of people who belong to the same organisation.

Some popular examples are Wikipedia, Answers.com, and Quora

MultiMedia or Media Sharing Sites:

These services allow users to share various forms of media like pictures, video, graphics, PDFs rather than text. Most services have facility to create profile, comment and share with others.

Most famous examples are YouTube, Instagram and Slideshare.

Social News:

These services allow people to post various news items or links to outside articles and then allow its users to “vote” on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. All social news websites allow the users to submit content. Each site differs in how the content is moderated.

The most popular are Digg and Reddit.

Online rating sites:

Online rating sites allow people to leave reviews about a specific location, hotel, restaurant, etc so others can get an idea of the level of service to expect. This feature is also popular within e-commerce sites, including Flipkart, Amazon and eBay because so many people look to others’ comments about a product before making a purchase.

Examples are: TripAdvisor, Zagat or Google Places.

Podcasts:

On these sites audio and video files that are available by subscription. The audio or video files are syndicated online for people to download or stream through a computer or mobile device. Podcasts got their name from combining “broadcast” and “pod”—a reference to their popularity with iPod users.

Popular example: Apple iTunes.

Forums/ Message boards:

These online forums allow members to hold conversations by posting messages. A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub-forums, each of which may have several topics. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible. Depending on the forum’s settings, users can be anonymous or have to register with the forum and then subsequently log in order to post messages. While these sites are not usually the most advanced in functionality and design, they are still popular with people who want to ask a question or get involved with a specific conversation online.

Compare to India, forums are more popular in Western countries.

Some of the Indian forums are: indiarenting and Indusladies.

Geo-location:

This type of social media relies on establishing a user’s location and is usually associated with mobile devices. Geo-location platforms allow users to check-in at certain locations, find friends nearby, and get vouchers for local businesses.

Four Square is an example of a popular geo-location platform, while other social networks like **Facebook and Google+** integrate this functionality within their larger sites.

In India, not all above mentioned social media are very popular. All of them are being used by Indians but the rate is very low. But there are some social media platforms which are frequently used and are very popular in India. Let’s see some of the examples of popular social media platforms.

Blogging:

A blog is an online journal where the entries are published with the most recent first. There are a number of features that make blogs noteworthy and different to other websites

Usually a blog is maintained by an individual or small group and presents a mix of opinion, news and other types of content. Blogs can be used for a wide variety of purposes. At their most basic they can provide you with an easy way to make some of your data or writing available on the web. Most blogs also offer a comment feature

and they frequently become temporary forums for discussions prompted by an original post. Blogs can be useful to build your profile as a researcher, provide a vehicle for collaboration and to get ideas.

Popular Blogging tools include:

- **Blogger** (www.blogger.com)
- **Wordpress** (www.wordpress.org)
- **Posterous** (www.posterous.com)

In the past there were substantial differences in functionality between different blogging tools; but as the tools develop the differences are becoming less obvious. Wordpress is probably the most popular and offers a wide range of functions, while Posterous is designed to be simple and quick to use. But in practice the differences are small. It is what you write rather than the tool that you use that is most significant.

It's generally recognized that the first blog was Links.net, created by Justin Hall, while he was a Swarthmore College student in 1994. Of course, at that time they weren't called blogs, and he just referred to it as his personal homepage.

It wasn't until 1997 that the term "weblog" was coined. The word's creation has been attributed to Jorn Barger, of the influential early blog *Robot Wisdom*.

Following are some of the examples of blogs in India:

About Media:

<http://editindia.blogspot.in/>

<http://naisadak.org/>

<http://mediamantrabymrinalchatterjee.blogspot.in/>

<http://mediasceneindia.blogspot.in/>

<http://www.rajdeepsardesai.net/blog>

<http://www.medianama.com/>

Other:

<http://justicekatju.blogspot.in/>

<http://indianbloggers.org/>

<http://gurcharandas.blogspot.in/>

<http://indiauncut.com/iublog/>

2.5 Facebook:

Facebook is the most popular social networking site. It has the highest user base. Facebook is considered by some as the synonym for 'social media'. It is popular up to that level that it has become status symbol in personal communication. In business,

most brands have a Facebook fan page where followers can exchange ideas, comment on products and provide direct feedback to the business.

The name came from a colloquialism for the directory given to students at some American universities. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to their high-school students. Facebook now allows anyone who claims to be at least 18 years old worldwide to become a registered user of the website, although proof is not required.

Facebook was the first social network to surpass 1 billion monthly active users,

As per the statista.com, the leading countries based on number of Facebook users as of May 2016 (in millions)

India: 195.16

United States: 191.3

Brazil: 90.11

Indonesia: 77.58

China: 52.57

Mexico: 46.03

2.6 Twitter:

These days, most of the Indian politicians and celebrities use this platform to break the news and provide the latest updates. Twitter a micro-blogging site is the short and sharp social site that provides bite sized wisdom in short bursts. The service enables users to send and read short 140-character messages called "tweets". Initially, there was no limit to message length. When it went public, the 140 character limit was adopted. Because 160 characters was the SMS carrier limit and the founders wanted to leave room for a username.

Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass and launched in July 2006. Twitter Inc. is based in San Francisco and has more than 25 offices around the world.

As of March 2016, Twitter has more than 310 million monthly active users. According to Twitter, in 2010, about 65 million tweets were posted each day, the number increased in 2011, where about 140 million tweets were posted daily.

Tweets are publicly visible by default but senders can restrict to just their followers. Users may subscribe to other users' tweets—this is known as 'following' and subscribers are known as 'followers'. Individual tweets can be forwarded by other users to their own feed, a process known as a 'retweet'. Users can also 'like' individual tweets. Users can group posts together by topic or type by use of hashtags – words or phrases prefixed with a '#' sign.

Twitter is ranked as one of the ten-most-visited websites worldwide by [Alexa's](#) web traffic analysis.

As per the statista.com, the leading countries based on number of active monthly users of twitter as of May 2016 (in millions)

United States: 67.54

India: 41.19

Indonesia: 24.34

Japan: 22.4

China: 19.19

2.7Brazil: 17.97

2.7 Youtube

All of you must be aware of YouTube and must have used some or the other time to watch videos. YouTube means videos. If YouTube was a country it would be the 3rd most populated country behind China, India and ahead of the US.

YouTube is also considered as the 2nd biggest search engine only behind Google. 1/3 of all online inhabitants use YouTube. 6 Billion hours of video is watched monthly on YouTube.

YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were all early employees of PayPal (online payments company). The video platform found a home at its current domain back in on Valentine's Day 2005, but its first upload came a few months later, on April 23: "Me at the zoo" was co-founder Jawed Karim's San Diego Zoo clip. The website grew rapidly, with almost 20 million monthly visitors by the summer of 2006. Users could quickly and easily upload and share video content with friends, and it was an especially popular outlet for teenagers. Google purchased the website that same fall.

Over the years, YouTube has added features and functionality to its website, including a rating system for viewers, comments and video replies, and support for ever-improving quality and capability like 360-degree video. As of 2016, the platform hosts over a billion users in 88 different countries across the globe, so the demographics of its user-base were bound to expand beyond its millennial roots.

With so many users uploading so much content, however, controversy was inevitable. The site has faced issues of copyright and inappropriate content. Amid these scandals and controversies, however, YouTube has come into its own as a stronghold among other mainstream media. A 2014 survey said millennials prefer YouTube stars to their Hollywood counterparts. As of July 2015, more than 400 hours of video content were uploaded to YouTube every minute, a fourfold increase compared to only two years prior.

Considering the market scope in India, YouTube announced that it had partnered with one of Asia's largest and most renowned film schools, Whistling Woods International, in August 2015, to open YouTube Space in Mumbai. And on Dec. 3, 2015, YouTube opened the doors of this 1,400-square-foot Space to India's video content creators.

According to some statistics: (<http://fortunelords.com/youtube-statistics/>)

- 300 hours of video are uploaded to YouTube every minute!
- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- Female users are 38% and male users are 62%.
- The average number of mobile YouTube video views per day is 1,000,000,000
- Almost 5 billion videos are watched on Youtube every single day.

2.8 Whatsapp

There will be hardly anyone who uses smartphone without WhatsApp. It is that popular and became inseparable part of mobile communication.

WhatsApp, a mobile messaging app was started in the year 2009, with the tag line "Simple.Personal.Real time messaging."The app allows the users to exchange messages without having to pay for SMS. This messenger was purposely created by former employees of Yahoo, Brian Acton and Jan Koum to make communication and the distribution of multimedia messaging more easily and faster. It is a company is based in Mountain View, California, United States.The smartphone and internet connectivity these are the two basic requirements to use WhatsApp.

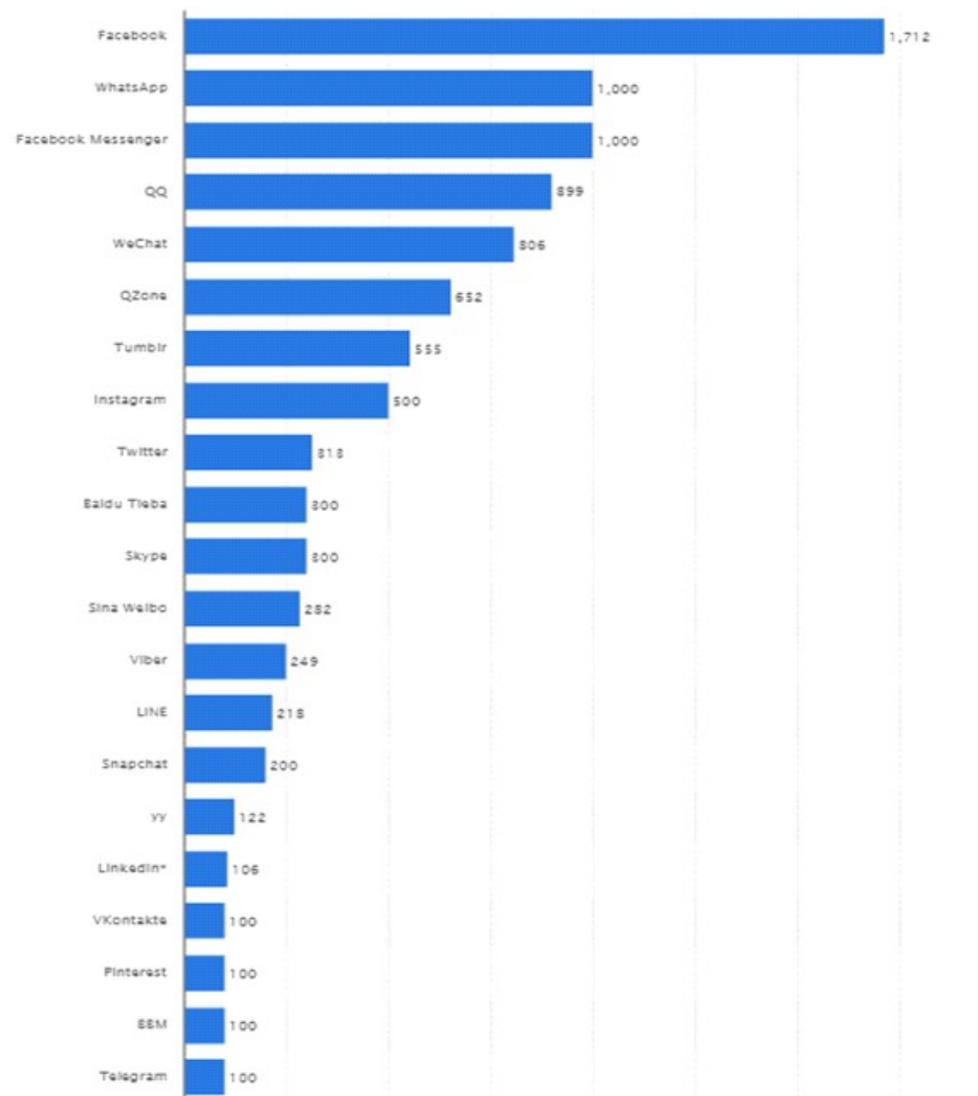
WhatsApp works with internet connectivity and helps its users to stay in touch with friends and relatives in the contact list. Apart from making its users getting connected with each other, it also helps them to create groups, send unlimited images, video and audio messages. Studies have proved that WhatsApp is the most popular instant messenger service used by youth today. Young people who give more importance to friendship, social lives and family relationships make use of WhatsApp in a large scale.

WhatsApp supports sharing of variety of media; text, photos, videos, documents, locations and voice calls. The messages and voice calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them.

As of February 2016, WhatsApp had a user base of one billion over 180 countries, making it the most popular messaging application. By June 2016, more than 100 million voice calls are made per day on WhatsApp according to a post on the company's blog.

WhatsApp was acquired by Facebook Inc. on February 19, 2014, for approximately US\$19.3 billion. The deal was considered one of the biggest deals at that time.

As per the Statistics Portal: Leading social networks worldwide as of September 2016, ranked by number of active users (in millions) (<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>)





2.9 Check your Progress

1. How social networking sites are different from social media?

.....

.....

.....

.....

2. What could be the reasons behind the popularity of Facebook in India?

.....

.....

.....

.....

3. Write a note on Whatsapp.

.....

.....

.....

.....

UNIT 3

Characteristics of Social Media

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Introduction

3.3 Popularity of Social Media

3.4 Characteristics of social media

3.5 Criticism of Social Media

3.6 Check your Progress

3.1 LEARNING OBJECTIVE

The objective of this unit is to understand the different characteristics of social media.

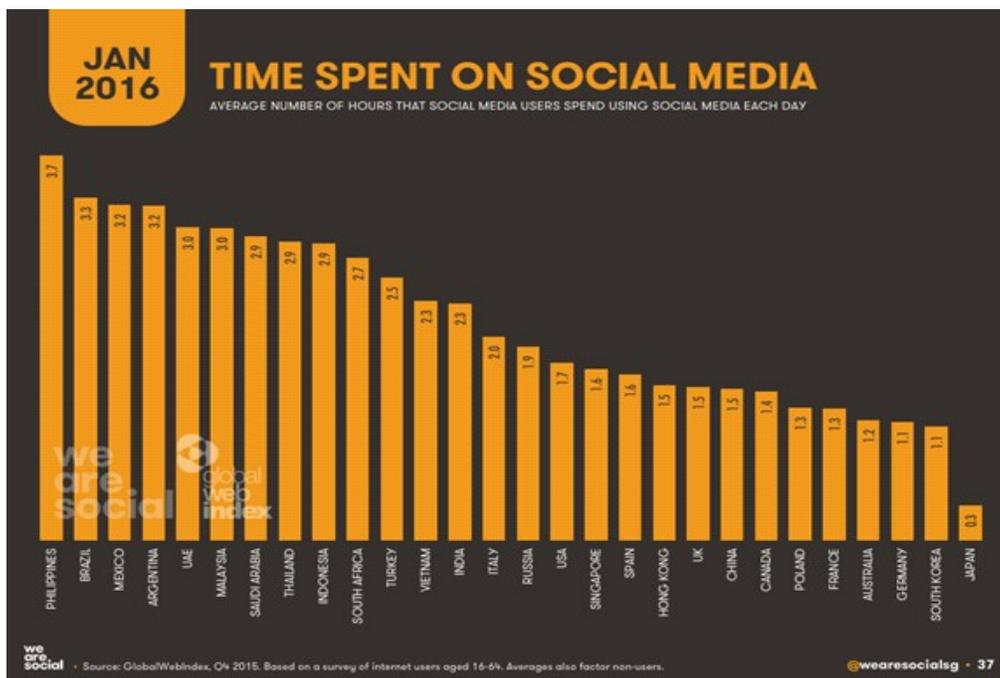
After reading this unit you will be able to understand:

- the popularity of social media
 - the major characteristics of social media
-

3.2 Introduction:

In the book *Networked – The New Social Operating System* by [Lee Rainie](#) and Barry Wellman, the two authors discuss mainly positive effects of social media and other Internet based social networks. According to the authors, social media are used to document memories, learn about and explore things, advertise oneself and form friendships. For instance, they claim that the communication through Internet based services can be done more privately than in real life. Furthermore, Rainie and Wellman discuss that everybody has the possibility to become a content creator. Content creation provides networked individuals opportunities to reach wider audiences. Moreover, it can positively affect their social standing and gain political support. This can lead to influence on issues that are important for someone.

Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who uses at least one social networking site has increased from 10% to 76% since 2005.



3.3 Popularity of Social Media

‘We Are Social’ is Singapore based compendium of global digital, social and mobile data, trends and statistics. As per its Digital in 2016 Report India spends average of 23 hours on social media daily.

As per their report 2016, since January 2015

Growth of 10% in the number of active internet users: +332 Million

Growth of 10% in the number of active social media users: +219 Million

Growth of 4% in the number of unique mobile users: +141 Million

Growth of 17% in the number of active mobile social users: +283 Million

According to www.statista.com, in September 2016, Facebook is the most actively used site with 1.71 billion monthly active users. Whatsapp is at second position. Eighth-ranked photo-sharing app Instagram had over 500 million monthly active accounts. Meanwhile, blogging service Tumblr had more than 555 million active blog users on their site.

According to Global Digital Report 2016 produced by wearesocial.com out of 7.395 billion world’s population, 3.419 billion population is internet users. 2.31 billions are social media users, delivering 31% global penetration. Unique mobile users constitute more than 51% of global population and 1.97 billion mobile social media users, equating to 27% global population.

With above reports and figures, one can understand how much these new tools are popular and used heavily in the world. Though the penetration of internet is very low in South Asia and Africa, it is increasing at very fast speed.

In previous unit we have discussed the various types of social media. Still just to revise let's take a look into following list of social media platforms:

Communication based sites:

- Blogging: Blogger, WordPress,
- Microblogging: Twitter, ,
- Social Networking: Facebook, LinkedIn
- Location: Foursqaure, Facebook Places

Collaboration based sites:

- Social Documents: Google Docs, Zoho
- Wikis: Wikia, Wetpaint
- Social Bookmarking:
- Social News: Digg, Reddit
- Conferencing: Skype, Adobe Connect

Multimedia based sites:

- Photographs: Flickr, Instagram
- Video: YiuTube, Vimeo
- Presentation Sharing: Scribd, Slideshare
- Virtual World: OpenSim, Second Life, World of Warcraft

3.4 Characteristics of Social Media:

We all are aware that the social media is basically internet based applications which we can use via Smartphone, laptops or computers. Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with individuals and communities and open public.

As discussed in the first unit, India has a huge network of mass media but still the emergence of social media has affected tremendously. Social media has changed the way we used to communicate, consume news and other content, entertain ourselves and even we used to do business. Over the last 10 years, social media has become an inseparable part of our lives, every day more and more people are joining social media networks, they create content, interact with each other, and collaborate with each other.

And with cheaper data packs and smartphones the use of social media is going to increase in future. India has a huge market for social media.

Following are the characteristics of the social media:

Sharing of Information:

Social media allows its users to share information and content of variety of formats including text, video, photographs, audio, graphics, PDF and PowerPoint. Social media facilitates enhanced speed and breadth of information dissemination.

e.g. You can write or post a picture or share a news item of a newspaper on your Facebook account. One platform can be used to share different formats of information unlike newspapers where only text, image or graphic was shared.

Participation:

In mass media audience/user was passive recipient or the participation was very much limited (only through a letter to the newspaper or a phone call to the channel) but social media encourages active participation of the audiences/users.

e.g. After watching a news programme you can visit the Facebook page or Tweeter account of that particular channel and you can share your views on that programme. Most likely you comment will get response from the news channel or the anchor of that news show. You can share your views with your 'friends' and can start a discussion on that news programme.

Two-way or a multi-way communication:

Earlier mass media provided the one-way or one-to-many way type of communication. But social media provides more dynamic type of communication which is two-way or multi-way.

In mass media, the news editor or news anchor used to give us (audience with large number) the content. So content was provided by one person and received by many. In social media, the content is provided by many and received by many. e.g. Facebook or Whatsapp. Hence the communication becomes more dynamic.

Conversation driven:

Mass media gives messages to its audiences but social media encourage the conversation and discussion. Social media provides platform to express, to share and to participate unlike mass media. Hence the social media is interactive. This is one of the most important characteristics of the social media.

Openness:

Social media provides great openness to the users. With some exceptions, users can share or express almost anything on these platforms. And social media is open for all the users irrespective of class, caste, gender, race or ethnicity.

e.g. there are Facebook pages to support third gender, there are YouTube channels run by Dalits and Adivasis to voice their problem, Dalit Camera is one such example. It never happened with mass media.

Greater Reach:

Social media has a huge reach as compared to the mass media. There is no geographical limitation to the reach, content and use of social media.

e.g. 'Gangnam' was a pop song sung by South Korean singer Psy. The song was released on July 15, 2012 and in next five months On December 21, 2012, it became the first YouTube video to reach one billion views as per the news reports. It only happened because of the social media.

Most democratic:

Social media is most democratic as compared to mass media. Mass media content can be controlled by vested interests of a few but the social media content is not a monopoly of some. The content is generated by all the users without any geographical boarder and as it is open for all, it gives the maximum democratic freedom possible.

e.g. a common Indian housewife with minimum knowledge of technology can use WhatsApp to share her views on different issues and can chat with the group unlike mass media, where she will never get that space.

Real Time Content Generation:

Mass media has to produce its content in advance to broadcast or print on given deadline. On the contrary social media works in real time. It is more spontaneous. Users can express, write, share the content at the same time when the event is occurring. In other words, the production and sharing of the content takes place almost at the same time.

e.g. For mass media you will watch the movie, you will think and try to articulate and then share your views on it but with social media, you can share your views when you are still in the theatre watching the movie on Facebook or on Twitter. The trend of Twitter review is on.

Connectedness:

This is one of the characteristics which made social media more popular. Social media provides an opportunity where one person can connect with a large group of people; one group can connect with the more diverse other groups. Social media has helped to connect the world as never before.

e.g. an Indian can be friends with a Japanese on Facebook on the basis of the same interest.

Uncontrolled Communication:

Unlike traditional mass media, social media has no filters for the content hence it provides uncontrolled communication. In mass media, the editor, producer, reporter, advertiser control the content. In social media, the user itself is the decision-maker and hence the communication uncontrolled and unstructured.

Marketing Tool:

Unlike mass media, social media can be used to promote business or any initiative. Social media is used as an excellent tool of marketing. It can be used effectively to create, strengthen the image of an individual or an organisation. It can help to reach the target group faster with comparatively less expense.

Language:

Social media uses very informal language as it is conversation driven, whereas in mass media the language is very formal and structured. In fact users of social media have started to communicate in a special language with a lot of abbreviations. A new 'text' language has evolved with the social media.

LoL (laugh out loud), TC (take care), TTYL (talk to you later) these are some of the examples.

3.5 Criticism of Social Media:

With above mentioned points one may think that social media is flawless. But because it is easily accessible and user-friendly there are chances that users may use it for different purposes. And then it can be misused or even over use will have negative impacts on the users. And this is the reason researchers, academicians have criticised social media. The nature of social media has given substantial reasons for the criticism. Following are some of the major criticism social media faces:

Authenticity:

Social media content is generated mainly by its users it cannot be always trustworthy. The content could be a personal uninformed opinion and that can spread as authentic information. This will lead to spread rumours. The user generated content is sometimes viewed with scepticism; readers do not trust it as a reliable source of information. To be more specific, the authors mention that reasons for distrusting collaborative systems with user-generated content, such as Wikipedia, include a lack of information regarding accuracy of contents, motives and expertise of editors, stability of content, coverage of topics and the absence of sources. Sherry Turkle explores similar issues in her book *Alone Together* as she discusses how people confuse social media usage with authentic communication.

Virtual Activism:

Social media encourage virtual activism instead of actual participation in any process. If there is any protest, people will like the page created on Facebook or will talk about that on Twitter but will not actual participate in that protest.

Malcolm Gladwell, an English-born Canadian journalist, author, and speaker has studied the role of social media in revolutions and protests. For him the role of social media, such as Twitter and Facebook, is overstated. On one hand, social media make it easier for individuals, and claimed activists, to express themselves. On the other hand, it is harder for that expression to have an impact. Gladwell discusses that social media are built around weak ties and he argues that “social networks are effective at increasing participation — by lessening the level of motivation that participation requires”. According to him, in his article, ‘Small Change: Why revolution will not be Tweeted’, “Facebook activism succeeds not by motivating people to make a real sacrifice, but by motivating them to do the things that people do when they are not motivated enough to make a real sacrifice”

Questions about Ownership of Content:

Mass media produces the content and hence it is responsible for the content and its impact on the society. Unlike mass media, social media content is generated through conversations and interactions done by the users through the site. There has always been a huge debate on the ownership of the content on social media platforms because it is generated by the users and hosted by the company. Who is responsible for the content and its impact on the society is unanswered question.

e.g. Mohsin Sadiq Shaikh, a young IT professional was killed, allegedly by members of a radical Hindu outfit, as he was returning home Monday night, after derogatory pictures of Shivaji and Bal Thackeray uploaded on Facebook triggered communal tension across the city. (June 4, 2014) (<http://indianexpress.com/>)

Nobody was sure about who produced that content.

Disparity:

Within a modern information society, some individuals produce content while others only consume it, which could be a result of disparities in the information system. This information can be biased, prejudiced and even wrong.

Privacy Issues:

Added to this is the danger to security of information, which can be leaked to third parties with economic interests in the platform, or parasites who comb the data for their own databases. Privacy rights advocates warn users about uses for the information that can be gathered through social media. Some information is captured without the user’s knowledge or consent, such as through electronic tracking and third party application on social networks. Others include law enforcement and governmental use of this information, including the gathering of so-called social media intelligence through data mining techniques.

Psychological Impact:

It is assumed that social media helps to deal with loneliness. Lonely individuals are drawn to the Internet for emotional support. This could interfere with “real life socializing” by reducing face-to-face relationships. Some of these views are summed up in an Atlantic article by Stephen Marche entitled *Is Facebook Making Us Lonely?*, in which the author argues that social media provides more breadth, but not the depth of relationships that humans require. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the things posted online are the positive aspects of people’s lives, which makes other people question why their own lives are not as exciting or fulfilling. This can lead to depression and other self-esteem issues.

There are benefits in having large and diverse networks, but over-complexity is the enemy of efficient communication, leading to noise rather than information. At some point you reach information overload and find that you are missing most of the interesting stuff. Same thing can be said about social media content.



3.6 Check your Progress

1. Which major characteristic does make social media different from mass media?

.....

.....

.....

.....

2. How does the social Media help the business?

.....

.....

.....

.....

3. What are negative psychological impacts of social media?

.....

.....

.....

.....

UNIT 4:

Synergy between Social and Mainstream Media

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 Functions of Mass Media

4.4 Functions of Social Media

4.5 Synergy between Mass Media and Social Media

4.6 Some Case Studies

4.7 Social Media for Reporting, Fact Finding and Editing.

4.8. Check your Progress

4.1 LEARNING OBJECTIVE

The objective of this unit is to understand synergy between mass media and social media.

After reading this unit you will be able to understand:

- Various functions of mass media
- Various functions of social media
- How mass media and social media can work together
- How to use Social Media for main stream journalism
- Some case studies

4.2 Introduction:

Earlier, in this block we have discussed social media, its popularity, characteristics, criticism and its different types.

In this unit we are going to discuss how mass media and social media can work together. But the important thing we must understand that mass media operates for masses and involve in mass communication, whereas social media started for communities and involved in group communication. But still all the mass media and social media tools can work together for better communication in all fields.

For that we need to understand what role mass media and social media play in communication. After understanding this with some case studies we can explain the synergy between mass media and social media.

4.3 Functions of Mass Media:

Following are the basic functions that mass media are supposed to do:

1. Information:

Dissemination of information is the major function of mass media. Informative function of mass media helps the audience to know about the happening around them. Since information is considered as knowledge and knowledge as power, media offers power to common people by making them informed. Mass media empowers the masses.

2. Education:

Mass media can educate people by making them aware on many issues. It provides education in different subjects to people of all levels. They try to educate people directly or indirectly using different forms of content. Mass media is potent sources for public education. Especially in the developing country, mass media is used as effective tools for mass awareness. In India, mass media was used effectively for eradicating polio, making people aware of family planning and girl education.

3. Entertainment:

Entertainment is a kind of performance that provides pleasure to people. Mass media fulfills this function by providing amusement and assist in reducing tension to large degree. It makes audience recreational and leisure time more enjoyable. Mass media offers a large variety of entertainment.

4. Surveillance

Mass media acts as a watchdog for the society. Mass media observes closely and keeps account of all the events and informs its audience. This function also involves the media's efforts to disclose threats and opportunities, affecting the value position of the community. Media warns us of unexpected dangers to protect us.

5. Interpretation:

The mass media does not supply just facts and data but also explanations and interpretation of events and situations. Media offers various explanations correlating and interpreting information to make the reality clear. Mass media tells us what has happened and what the impacts are. It clarifies the complexities of a situation by bringing together fragmented facts. It helps to enforce the social norms and set orders of priority.

6. **Socialization:**

Socialization is a process by which, people are made to behave in ways that are acceptable in their culture or society. Mass media helps to socialize. Media is the reflectors of society. Whenever a person reads newspaper or watches television, he/she understands the norm of the society. Individual understands how people react on matters and what types of norms and values they perceive on particular event, issue or situation. Media helps to shape our behaviors, conducts, attitudes and beliefs. The process of socialization brings people close and ties them into single unity. It develops social cohesion by widening the base of common experience. It gives shape to a country's socio-cultural identity.

7. **Agenda Building:**

Kurt Lang and Gladys Lang have defined agenda building as 'the collective process in which the media, government and the citizenry reciprocally influence one another in at least some respects'. Mass media sets agenda for the public and follows that issue. Scholars say that media not only tells the audience what is an important issue to discuss but it also tells the audience how to think about that issue.

With above mentioned points you can understand the importance of mass media to create public opinion or to implement any policy and even make the people aware of any social issue. Considering the functions and overall impacts of mass media, it is very clear that mass media has to be responsible. It enjoys special position in any society. In democracy, like India, media is considered as forth pillar of the democracy and hence freedom of speech is considered one of the most important fundamental right of the citizen.

4.4 Functions of Social Media:

As the nature of mass media and social media is different their functions are also different from each other. Following is the list of not all but major functions of social media.

1. **Identity Management:**

This is one of the most important functions of social media. Social media helps you to create your own identity or an image virtually and you can keep on strengthen that image or identity. Social media satisfy a lot of personal needs. Involving in the discussion or sharing own pictures can help to boost the confidence in its users. This is one of reasons why social media became popular.

2. **Conversation:**

Unlike mass media, social media gives space to each and every user to share opinions, views and personal details. By creating groups and pages users can engage in the conversation with other group members. To take part in the conversation, users need not have great knowledge on any issue. It helps to encourage more and more users to participate in the conversation/discussion.

3. **Context Awareness**

Context Awareness is the awareness of a common context with other people. This can be information about common contacts, about common interests, about the same university one has visited or the same company one has worked at. Context Awareness contributes a lot to creating common trust among the users, which is essential for a successful collaboration

4. **Dissemination of Information:**

This is the common function of mass and social media. But the difference is about the speed. The information travels with a greater speed in social media as compared to mass media. Social media has no geographical barrier to disseminate the information. The information may be relevant or irrelevant.

5. **Business:**

Social media helps in business. Social media tools can be used for marketing of any company or product or even for an individual. Social media gives platform to all scale businesses to promote the product or brand. Social media platforms even encourage the discussion on the product and or service. This helps to boost the business.

4.5 Synergy between Mass Media and Social Media:

Mass media were doing fine when information was hard to get and even harder to distribute. The public expected journalists to report the important stories, pull together information from sports to stock market results, and then deliver it all. People were interested in news and advertisers were interested in business, both were dependent on mass media.

The things started changing with two major reasons. One is commercialization of news. Big corporate houses started investing in news. And these news conglomerates took over local papers and stations. Then they cut on-the-ground reporters, included more syndicated content from news services, and focused local coverage on storms, fires, crashes and crime to pad profit margins while ignoring development and positive stories.

The news became less local and less relevant, and reporters became less connected to their communities. Surveys show a steep drop in public trust in journalism occurring during the past 25 years. The second reason is emergence of social media. It has affected news world very badly.

A few years back the journalist was given a lead in the office or he/she used to out to find a story on his/her own. Today, many stories are received third hand (sometimes even fourth or fifth hand) through Facebook posts or Tweets or WhatsApp so that by the time a story is assigned to the journalist, the story in some form or another is already out there in the social media universe. The journalist now has to take that into consideration and find some angle to the story that is not yet being talked about.

This is the shift happening in news industry. The news consumption is changing with the time. Earlier people used to read newspaper with a cup of tea or have their meals with evening news show on television or they used to travel by listening to radio news. But these days with the availability of social media and smartphones the time and pattern of consumption of news have changed drastically. The online and social media platforms are becoming more popular than traditional mass media.

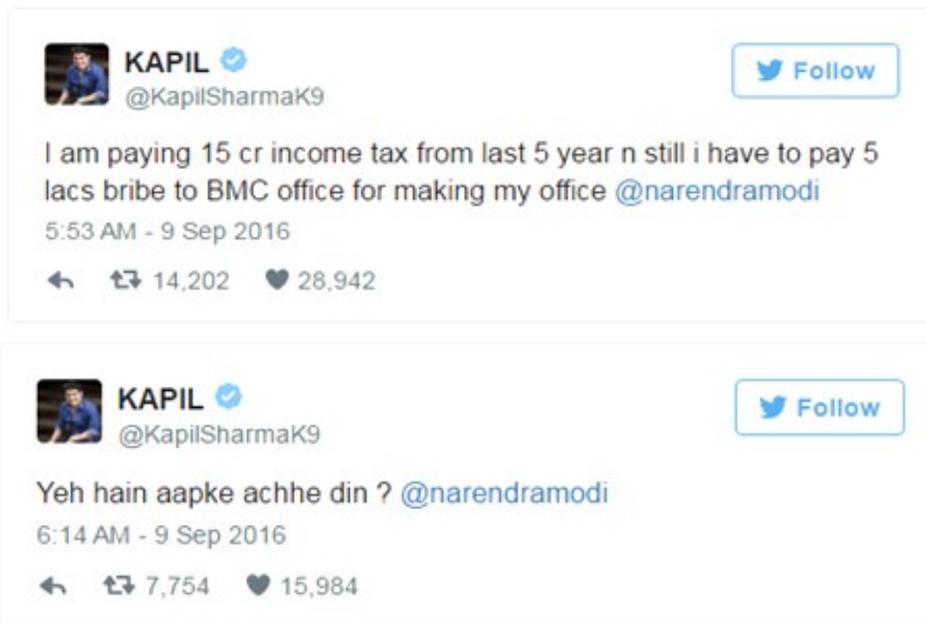
Earlier mass media used to set the agenda for its audience about what to think on which topic but these days content of social media is influencing the way mass media used to report the news. Journalists are forced to accelerate the traditional journalistic process because people now want real time information. The social media content sets the agenda for mass media (more applicable to English news industry). The ‘trending’ topic of Twitter and/or Facebook will become the topic for mass media.

This is the high time for mass media and social media to work together. The synergy between mass media and social media will help all the share holders i.e. mass media, social media and audience. With social media news/information travels faster and if that news taken by the mass media the impact of that particular news will be more. The information/news will travel vertically as well horizontally with social and mass media platforms.

4.6 Case studies

Following examples will help to understand above mentioned points.

1) Famous comedian/actor Kapil Sharma tweeted about the corruption in Bombay Municipal Corporation. It became the news instantly. Maharashtra chief minister Devendra Fadnis promised strict action on it taking serious note of the tweet.



And next day it was major news in mass media, for news channels and newspapers. **Hindustan Times** covered this news under the headline ‘Kapil Sharma tweets bribery complaint to Modi, Fadnavis promises action’ (Sep 10, 2016) while the **Indian Express** covered the same news covered the news with the headline ‘Fadnavis, BMC quick to respond as Kapil Sharma tweets to PM Modi complaining of corruption’ with the sub-headling ‘Devendra Fadnavis understands the seriousness of Kapil Sharma’s tweet alleging corruption in BMC’

2) AIB is the YouTube channel known for its content which is popular among youth. AIB conducted the first live Knockout Roasting programme in Mumbai in December 2014 and then the video was uploaded on YouTube. Post its release it became viral and police complaints were filed against all the participants for its vulgar and obscene content. (Director Karan Johar, and actors Ranveer Singh and Arjun Kapoor were involved)

It became the most important news at that time and all the newspapers and news channels were bursting about the news.

NDTV reports ‘Karan Johar Summoned For ‘Vulgar’ Comments On AIB Knockout’

3) Prime Minister Narendra Modi joined China’s social networking site Weibo (Twitter is banned in China) and it became one of the important news considering foreign diplomacy. The **BBC** covered this news as follows:

4) An IAS officer Alex Paul Menon of Chhattisgarh used Facebook to post his views “Is there a bias in India’s legal system with 94% of Indians on death row being either Muslim or Dalit?”

Indian Prime Minister Narendra Modi joins China's Weibo

By Tessa WongBBC News, 4 May 2015

India's PM Narendra Modi has joined China's main microblogging service Weibo, gaining thousands of followers by the hour and plenty of comments too. In just five hours he amassed more than 20,000 followers, with more joining in.

His first post read: "Hello China! Looking forward to interacting with Chinese friends through Weibo."

<http://www.bbc.com/news/world-asia-32579541>



Clarence House



@ClarenceHouse

Follow

The Prince of Wales is delighted to announce the engagement of Prince William to Miss Catherine Middleton -

www.princeofwales.gov.uk

4:34 PM - 16 Nov 2010

1,179 retweets 185 likes

After this post the Chhattisgarh state government slaps notice to this officer.

And it became news for the mainstream mass media. **The Times of India** covered this news under the headline 'Chhattisgarh govt slaps notice on IAS officer for Facebook post' on July 27, 2016.

5) The Royal Wedding Announcement: Despite its many ancient traditions, the British monarchy has not shied away from sharing important news on social media. Clarence House's official Twitter account announced the royal wedding. And then it became the 'national' news for mass media.

With these examples one can understand how social media is influencing mass media and hence proves the need of synergy between mass and social media.

Social media has proven its role in many important, game changer national and international events. Following are the examples when along with popular main-stream mass media, social media played equally crucial role to create awareness on those event:

1) Social media during Arab Spring:

Arab Spring is considered as one of the most important event in Arab world to establish democracy. Thousands of common citizens were on the road against the authoritative political system. All the mass media around the globe were covering this event. Along with them, social media also played an important role in Arab Spring.

The success of democracy movements in Tunisia, Egypt, Iran and Syria referred to as the 'Arab Spring' has been attributed in significant part to social media. Wael Ghonim, former marketing manager for Google who created the Facebook page that helped organise the uprising in Egypt, said in an interview on CNN "I want to meet Mark Zuckerberg one day and thank him... if you want to liberate a society just give them the internet"

The mass media focused heavily on young protesters mobilizing in the streets in political opposition, smartphones in hand. Social media indeed played a part in the Arab uprisings. Networks formed online were crucial in organizing a core group of activists, specifically in Egypt. Civil society leaders in Arab countries emphasized the role of "the internet, mobile phones, and social media" in the protests. Additionally, digital media has been used by Arabs to exercise freedom of speech and as a space for civic engagement.

Some scholars do not agree with this analysis, as almost two-thirds (65%) of the total population do not use the internet in Egypt. But Pew Research Center's Global Attitudes Project came up with the detailed research on use of social media. And as per their finding 'though most of the country is disconnected from the internet, 84% of those who are online say they visit social networking sites for news about Egypt's political situation. These findings point to social media's important role in spreading information, but do not necessarily indicate that social media was a mobilizing force in the uprisings'

According to the news published on <http://www.washington.edu/> 'During the week before Egyptian president Hosni Mubarak's resignation, for example, the total rate of tweets from Egypt — and around the world — about political change in that country ballooned from 2,300 a day to 230,000 a day. Videos featuring protest and political commentary went viral — the top 23 videos received nearly 5.5 million views. The amount of content produced online by opposition groups, in Facebook and political blogs, increased dramatically.'

Twitter, Facebook and other new media offer ways for the Arab-American news media to reach audiences, but also pose a threat to smaller outlets. Arab-American news outlets find they must compete with this abundance of online content in order to evolve alongside readers who are increasingly turning to the internet for information.

This proves the role of social media in Arab Spring and how mass media used that content to spread more information at larger level.

2) Social media during Anna Hazare Andolan:

Anti-corruption activist Anna Hazare went for the hunger strike at the JantarMantar in New Delhi in 2011. This 'Indian Anti-Corruption movement' considered as one of the most influential mass movement in India after a very long time. It became popular in big cities and along with common people, youngsters and students a lot of celebrities took part into this movement. The chief legislative aim of the movement was to alleviate corruption in the Indian government through introduction of the Jan Lokpal Bill.

In this movement along with mass media social media played a huge role to make it popular among urban youth. In a research paper AatishParashar has claimed that the new media played an important role in Anna Hazare's campaign. As per his findings, 78% people were mobilized for active participation in the mass movement while 64% people spread the message online and 20% did not make any response. The study revealed that 74% people found the new media as an effective way for the success of mass movement, 17% people did not think it as effective tool while the rest did not say anything on the issue.

Only after 4 days into Anna Hazare's 'fast unto death' movement and a campaign saw a loyal base of over 116,000 fans on Facebook and 5600 followers on Twitter supporting the movement. Sahil Shah has studied the response to the social media on this issue and has written about this on www.techinasia.com. As per his findings during the campaign period:

- More than 116,000 people on Facebook joined hands to support the movement. The growth of the page is organic
- The interaction rate on the Facebook page is 0.7% which is about 4 times more than the interaction rate of the top 10 Facebook Pages in India
- There have been more than 60 posts on the page in the last 24 hours
- In all major parts of the country, people have started "Candle Light Support" rallies showing their support for Anna Hazare. Cities like Mumbai, Bangalore, Delhi, took part as well.
- Over 1,000 photos and videos were uploaded by supporters on the fan page itself
- A Facebook event called "2500,000 Missed Calls" has already gotten support from over 9,000 people attending the event. About 600,000 people have already supported the event by leaving a missed call on a government telephone number

- Anna Hazare himself has got more than 25,000 fans on his fan page and 45,000 people on the event page to garner support.
- 7 out of 10 trending topics in India are about the movement
- The official twitter account has got more than 5500 followers
- A realtime search on ‘Anna Hazare’ shows that the frequency of postings is at 20-30 per minute. ‘Anna Hazare’ has been trending during that time.

With these numbers and figures it is very clear that social media was used effectively to make the people aware about the campaign and the issue.

3) Social media and 2014 General Elections

Any general election is a big event of mass media. But 2014 general election was bigger with the involvement of social media. According to analysts the social media was so crucial that they are calling the vote India’s first “social media elections.” Narendra Modi was the face of the election campaign for Bhartiya Janta Party. And BJP won 282 seats out of 543 and this was the biggest win by any party in India in 40 years under Modi’s leadership.

This time along with mass media, Modi and his team was heavily dependent on social media. And it showed best results for them. By the time he was sworn in as prime minister, Narendra Modi had more than 16 million “likes” on Facebook, the second most for any politician in the world after Barack Obama, and he was the sixth most followed world leader on Twitter.

For the BJP, getting young votes meant harnessing the power of social media. Arvind Gupta, head of BJP’s IT division led the party’s social media campaign talked with a newspaper and shared how BJP used social media in the campaign. “We saw a trend, we read this trend, where the youth of the country were embracing social media as their first tool when they started using the internet, and we made sure our presence was there,” said Arvind Gupta. He believes that BJP’s social media campaign was one of the most important factors in its victory. He said social media affected 30 to 40 percent of the overall seats; a number he said could go up to 60 percent by the 2019 general elections.

During the election campaign Modi strategically used media. He had a presence on every possible social media platform along with mass media and other offline media platforms.

- To get support of lower income group and farmers Narendra Modi and his team initiated programs like Chai PeCharcha through live interaction.

- Also, in order to reach out more voters the voter base website named India272.com, namonumber.com were launched.
- On Facebook page "I support NarendraModi" had become very popular and received 8 million likes within less time.
- To make sure that large numbers of people come across with Modi's rallies and speeches whatsapp number 07820078200 was also launched to boost up the campaign.
- Advertising Gurus like Sam Balsara, PiyushPandey and Prasoon Joshi were the ones who created catchy slogans like "JantaMaafNahiKarege", "Ache Din Anne Wale hai". These catchphrases became viral on social media as well. And "[AbkiBaarModiSarkar](#)" had become a tag line of BJP as well.
- Slogan "harharmodighargharmodi" went viral across social media platforms.
- NarendraModi's YouTube channel has about 254611 subscribers and he constantly uploads videos regarding any event. During elections he kept on uploading videos of his rallies for viewers.
- Google plus, social media platform where NarendraModi enjoys 2,749,196, followers and 352,183,305 views and at present also he posts recent happenings to remain connected with large populace.

Home minister Rajnath Singh admitted the importance of social media in today's politics."There was an important role of social media in 2014 elections. It will continue to do so in future too. We have to accept this fact," he said addressing a seminar on media's role in 2014 general elections in New Delhi in July 2014.

A study done by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) stated that the Indian political parties spend around Rs. 300-400 crore for their publicity and campaigns on social and digital media. D.S. Rawat, Secretary General of ASSOCHAM says that political parties are spending around 15-20% of their total budget in digital marketing.

This shows how social media is affecting personal communication, public life and elections. Social media is the future of communication and hence there is strong need why traditional mainstream mass media has to work together with social media. Social media will become more popular in future with the latest innovations in the technology. And to be in touch with the masses and to make sense to them, mass media has to take cognizance of social media and has to work in the synergy with social media.

4.7 Social Media for Reporting, Fact Finding and Editing:

When we are discussing how social media and mainstream mass media can work together, we need to understand the strengths of social media. Journalists should realize the potential of social media to improve the available stories or to get altogether new stories. Journalists can use social media platforms to give new perspective to their

story. Social media can help journalists in many ways. Following are some ways how social media can be used by the journalists for reporting or to find new facts:

1. Sounding Boards:

Sounding board is a term used inter-personally to describe one person listening to another and especially to their ideas. When a person listens and responds with comments, they provide perspective that otherwise would not be available through introspection or thought alone.

Social media platforms like Facebook or Whatsapp can be used as sounding boards by the journalists. Journalists can raise new ideas, topic, and subjects on Facebook, Twitter or on Whatsapp and users can react and journalist can get a new story.

2. Crowd Opinion:

When journalists do not have much time to get different opinions on a particular matter he/she can use social media to get divers opinions in less time. Crowd Opinion can be understood as collective opinion of a group of individuals rather than that of a single expert. The advantage of crowd opinion is in no time journalist can get different opinions on a single given topic. Based on these opinions journalist can come-up with an article.

e.g. Demonetisation of 500 and 1000 currency notes was widely discussed on social media platforms and many journalists of mainstream newspapers have written articles by combining these opinions. Some journalists have written on reactions of film celebrities, some have combined reactions of political leaders and some have done articles on common people.

When many writers, intellectuals and artists were returning their awards criticising the government, a journalist of a Marathi news channel appealed for opinions through his Facebook account. And he got a lot of positive and negative feedback of common readers on the issue.

3. Crowd Sourcing:

The term “crowd-sourcing” was coined in 2005 by Jeff Howe and Mark Robinson, editors at Wired, to describe how businesses were using the Internet to “outsource work to the crowd”. Crowd source means getting needed services, views and ideas by using contributions through internet.

Crowd-sourcing is increasingly used in professional journalism. Journalists’ crowd-source information from the crowd, typically fact checks the information and then uses it in their articles as they see fit.

e.g. Wikipedia is a good example of crowd sourcing where contributors develop content free of cost. The leading daily newspaper in Sweden has successfully used crowd-sourcing in investigating the home loan interest rates in the country in 2013-2014. The

investigation in stock short selling in 2011-2012 was crowd sourced by the leading daily in Finland. The British newspaper *the Guardian* crowd-sourced the examination of hundreds of thousands of documents in 2009. These are some of the examples of crowd-sourcing in media.

4. To Get Photos and Videos of events:

It is impossible for any journalist to be on the spot of every event for photos and videos. In such scenario social media can be used as its best potential. Journalists can appeal of photos and videos of an event on various social media platforms and may get exclusive content. We can discuss this topic with many such examples where users of social media have provided images and videos and later used in mass media.

e.g. In the month of October and November 2016 many schools were set on fire in Kashmir. Mass media used the images which were uploaded on Facebook by the localites.

During Chennai floods in 2015, the mobile footage uploaded by the locals was used by the media.

When US Airways Flight 1549 was forced to crash-land in the Hudson River in 2009, it was photos taken by ferry passenger Janis Krums on a mobile phone and posted on Twitpic that provided the mass media and the world with the first images and record of the event

Particularly during crisis journalists can use social media for better footage.



4.8 Check your Progress

1. Why mass media should take cognizance of social media?

.....

.....

.....

.....

2. How social media is being used by the Indian politicians?

.....

.....

.....

.....

UNIT 5:

Citizen Journalism

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction

5.3 Definition of Citizen Journalism

5.4 Citizen Journalism in Mass Media

5.5 Citizen Journalism in Mass Media: Indian Perspective

5.6 Scope of Citizen Journalism in the Social Media Age

5.7 Citizen Journalism and Social Media in India

5.8 Check your Progress

5.1 Learning Objectives

The objective of this unit is to understand the concept and scope of citizen journalism. Further, in this unit, we have discussed the role of social media in citizen journalism.

After reading this unit you will be able to understand:

- Citizen Journalism as a concept
 - Social media and Citizen Journalism
-

5.2 Introduction:

Mass media works for masses. It performs many functions (Unit 4) for the masses. But what if these masses and even some journalists start doubting the content produced by these mass media? Then search for alternatives begin. Citizen journalism is one such alternative.

In this unit we will try to understand citizen journalism as a concept and how social media has strengthened the citizen journalism with some examples.

Citizen journalism can be understood as the journalism practiced by the common citizen. It means the content is produced and disseminate by the citizen. Members of public take charge of the content and reporting. It helps to focus problems, issues, points, aspects and information which has been ignored or skipped by the mass media.

Citizen journalism is also known as “public”, “participatory”, “democratic”, ”guerrilla” or “street” journalism. The terms are different but the meaning is almost same.

It is not a new term and it has been practiced since years. Letters to the editor is the oldest form of citizen journalists. And it has a history. In India, all the newspapers

started with a column devoted to the letters of the common readers. And through those letters readers used talk about their opinions, views and problems. In a way readers were producing a local content for the newspapers.

But with social media citizen journalism has changed the dynamics and got a new role to play. Before going into other details let's see some of the definitions of citizen journalism.

5.3 Definitions of Citizen Journalism

Following are some of the definitions given by reputed dictionaries, scholars, writers and journalists.

Oxford Dictionary:

The collection, dissemination, and analysis of news and information by the general public, especially by means of the Internet.

Encyclopedia Britannica:

Citizen journalism, [journalism](#) that is conducted by people who are not professional journalists but who disseminate information using [Websites](#), [blogs](#), and social media.

Jay Rosen, a media critic, writer, and a professor of journalism at New York University defines Citizen Journalism:

When the [people](#) formerly known as the audience employ the press tools they have in their possession to inform one another, *that's* citizen journalism.

Courtney Radsch, an [American](#) journalist, author and free expression advocate.

An alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism

Clemencia Rodriguez, Colombian US-based media and communication scholar She argues that independent media enable 'ordinary' citizens to become politically empowered. For her, when people create their own media they are better able to represent themselves and their communities. She sees these 'citizens' media' as projects of self-education. For Rodriguez, the term 'citizens' is particular: it refers to those members of society who 'actively participate in actions that reshape their own identities, the identities of others, and their social environment, [through which] they produce power'

The seminal report *We Media: How Audiences are Shaping the Future of News and Information* given by Shayne Bowman and Chris Willis

Citizen journalism is the act of citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information". They say, "The intent of

this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires.”

Citizen journalism has been summed up well by former Chicago Tribune publisher as ‘the new interactive medium both threatens the status quo and promises an exciting new way of learning about the world’.

We can sum up with Citizen Journalism is the term used to describe journalism-like mass media content produced and published by non-professional journalists, i.e. everyday people who produce and publish written, photographic or videographic content for free.

Why Citizen Journalism?

Citizen Journalism as a phenomenon is important because of the following reasons:

- People are sharing news and views on different issues and it helps to strengthen the democracy. The new alternative voices and sources can get space in citizen journalism. It improves democratic system as it ensures the diversity of public opinion.
- In any type of crisis-natural or man-made, citizen journalism can help to get more and first hand information. It is a great source during disasters relief information.
- Citizen journalism is participation of common people and hence it works without gatekeepers.
- Citizen journalism may create space for marginalized, alternative and activists’ social groups, which otherwise do not get enough space to voice their opinions.
- Citizen journalism can counterbalance to the mainstream media by giving space to the issues which are being ignored by mass media.
- Citizen journalism encourages the collaborative learning and participatory culture.
- Unlike mass media, citizen journalism is not dependent on advertisements or corporate sponsors and government. And hence it can produce more authentic content.
- Citizen media is a volunteer work of low cost production hence can focus on the content which mass media doesn’t find profitable.

5.4 Citizen Journalism in Mass Media:

Mass media is losing its audience to social media. Many studies have shown that the news consumption patterns are changing very fast. Social media and smartphone apps are becoming popular news source for the younger generations. At the same time many mainstream media organizations are under financial pressure, especially the newspapers. In some countries, including the United States, many local newspapers are closing down. In such situations malpractices in journalism forced people not to trust the mass media content. People increasingly feel that a highly concentrated and controlled mass media no longer provides the information which is relevant to their lives. In countries with repressive governments and militancy control, citizens become weary of the official news that is served up to them. And this is time when internet acts

as an alternative source to state-controlled propaganda or commercially loaded content. This is where citizen journalists become more important and relevant.

In times of economic crisis and decreasing audiences, particularly among young people, the vast majority of mainstream media has encouraged the active involvement of non-professional journalists in three main ways:

- encouraging comments on an existing news piece
- crowd-sourcing, where a reporter asks the general public to provide additional information to complete a story, or to help check facts
- uploading content through specific applications on websites or creating dedicated citizen journalism sites

Some Examples:

CNN iReports:

It's a community that enables news reporting from different angles and lets users share and discuss stories. Although it's a CNN (English News Channel) platform, the stories aren't edited, fact-checked or even screened prior to being published. CNN producers do monitor the content and if something is unique or compelling enough, it can make it onto CNN. These stories are marked 'CNN iReport'.

OhmyNews:

In South Korea the online entrepreneur Oh Yeon-ho declared in 2000 that "every citizen is a reporter." Oh and three South Korean colleagues started an online daily newspaper in 2000 because, he said, they were dissatisfied with the traditional South Korean press. Unable to afford the costs of hiring professionals and printing a newspaper, they started OhmyNews, a Web site that used volunteers to generate its content. In a speech on the site's seventh anniversary, Oh, the firm's president and CEO, noted that the news site began with 727 citizen reporters in one country and by 2007 had grown to 50,000 contributors reporting from 100 countries.

5.5 Citizen Journalism in Mass Media: Indian Perspective:

As mentioned earlier Indian newspapers always had a column called 'letters to the editor' on the editorial page. There is a space for the readers to express themselves with all the newspapers and magazines. Nowadays, getting viewers to engage actively in the collating and presenting of news on television is becoming a standard feature of many news channels in India.

CNN-IBN is one of the first news channels in India to use the concept of "citizen journalist," whereby any person can send in a report that is aired in a separate section. On public hoardings the 24x7 English-language news channel CNN-IBN invites viewers

to be a 'citizen journalist' in the news enterprise. 'You see it. You report it', is how one of their advertisements phrases it. Viewers with well-documented stories send in video reports and images on local issues, or on local repercussions of national issues to their Citizen Journalism account on the channel's website IBNlive.com.

On the other news channel NDTV 24x7, text messages from the audiences are forcing courts to re-open long-standing unresolved criminal cases and expedite the delivery of justice. Every evening at prime-time, the news and analysis programmes India 360° and Face the Nation on CNN-IBN solicit public opinion on an important issue of the day, and the audience obliges with a steady stream of text messages. While the programme anchor engages in a lively discussion with the invited commentators, the viewer can read opinions 'sms-ed' by a nation-wide public at the bottom of the screen.

The Reader's Editor initiative taken by the Hindu was another such example. It was started in 2006. The Corrections and Clarifications column might have been a tedious, time-consuming and exhausting process. But it also opened up the space for interesting engagement between the readers and the journalists of this newspaper.

Thus, public opinion now finds easy and instantaneous expression in the form of citizen journalism.

5.6 Scope of Citizen Journalism in the Social Media Age:

With emergence of social media platforms and media sharing websites citizen journalism is more accessible to the people worldwide. In addition this the availability of cellular smart telephones and cheaper data packs has made citizen journalism even easier to practice. With minimum understanding of technology, citizens often can report breaking news more quickly than traditional media reporters.

In an act considered an early form of citizen journalism, Abraham Zapruder, a 58 year old woman's clothing maker equipped with a home-movie camera, captured the clearest and most widely-disseminated footage of the assassination of President John F. Kennedy. The video, immortalized as the Zapruder film, depicts the final seconds of President Kennedy's life as bullets forever changed the course of history. The video was then used by mass media.

George Holliday, a manager at a plumbing and rooting company, fired up his Sony Handycam on March 3, 1991 to record four Los Angeles policemen brutally beating up Rodney King. This clip shocked the society and media took the story forward.

These were the initial examples of citizen journalism in western world. It continues with modern and advance social media tools. And the scope of citizen journalism expanded. During 9/11 many eyewitness accounts of the terrorist attacks on the World Trade Center came from citizen journalists. Images and stories from citizen journalists close to the World Trade Center offered content that played a major role in the story.

In 2004, when [the 9.1-magnitude underwater earthquake caused a huge](#) tsunami in Banda Aceh Indonesia and across the Indian ocean, a weblog-based virtual network of previously unrelated bloggers [emerged](#) that covered the news in real-time, and became a vital source for the traditional media for the first week after the tsunami.

In 2009, the plane was crashed in Hudson river and the news was broke on Twitter. Now famous as an example of citizen journalism on Twitter, Janis Krums' Twitpic and accompanying tweet became the iconic harbinger of the Hudson River plane crash.



In 2012, the death of Whitney Houston an American singer, actress, producer, and model was also broke on Twitter. Twenty-seven minutes before mainstream media broke the news of Whitney Houston's death on Saturday night, the story was on Twitter, reported by a man who tweeted the news out to his 14 followers.



Above examples are about individual attempts to give the news as a part of citizen journalism. But with time it was taken to the organizational level also.

Demotix: Launched in 2009, London-based Demotix is an open newswire aimed at anyone from freelance professional journalists to amateur hacks. You can upload text, pictures and videos, and the content is shared with over 200 media organizations around the world.

Allvoices: It is a US-based citizen media website that has been on the go for over three years now. It's pretty high-traffic, and the user-generated news website is a very good platform for citizen hacks from across the world to share what's happening where they are.

Global Voices: Global Voices Online it is an international border-less, largely volunteer community of more than 1400 writers, analysts, online media experts, and translators. Global Voices has been leading the conversation on citizen media reporting since 2005. They curate, verify and translate (almost in 40 languages) trending news and stories we might be missing on the Internet, from blogs, independent press and social media in 167 countries. They work with a mission to find the most compelling and important stories coming from marginalized and misrepresented communities. We speak out against online censorship and support new ways for people to gain access to the Internet. Global Voices reports, edits, translates stories, empower the communities, defend the online rights and freedoms and fights censorship. With just two examples we can understand the scope of citizen journalism is unending with the availability of social media platforms.

5.7 Citizen Journalism and Social Media in India:

In the social media space, citizen journalism initiatives are the people's news platforms of the people, by the people, for the people, providing power to the people and empowering democracy.

Bhagalpur is a small town in the state of Bihar. A Citizen Journalist captured, in his camera, how a man accused of snatching a chain was brutally beaten first by the mob and then by the police, who even tied him to his motorcycle and dragged him for a distance. The visuals caught the attention of the nation and media pressure coupled with widespread condemnation of the open abuse of human rights forced Bihar government to act against the policemen involved.

A story by a Citizen Journalist was the headline of the entire news network. The story about the stripping of over 1000 men in the village of Boraj, near Ajmer, shook the conscience of the whole nation. The local elected body, the village Panchayat, had asked the men to strip to establish whether any of them was involved in the rape of a 35-year-old woman from the village.

Another story, by a Punjab based Citizen Journalist, exposed theft from trains that ferried oil. Many children, men and women filling their buckets with oil were shown and as a result many guilty officials lost their jobs.

But these examples are before the boom of social media. After the availability of social media the scope of citizen journalism was widened. Some groups have started new organised initiatives. Here are some organized initiatives of citizen journalism in India:

Meri News:

It is an English-language web portal launched in 2006. The website is owned by Bizsol Advisors Pvt. Ltd. and allows anyone to share news, opinion, analysis, reviews,

photos and events. Merinews was started by Vipul Kant Upadhyay, who started with no journalism background. In 2011 Merinews was India's largest citizen journalism portal. Editor-in-Chief of merinews.com, VipulkantUpadhyay is keen in making this medium more powerful, thus meaningful by expanding citizen's participation in the political process.

The website says 'Evolution of technology and emergence of new modes of communication add bigger dimensions to this daunting task raising the expectations and information needs of the people on one hand while facilitating instant and seamless flow of information. Thus People to People (P2P) interaction is of paramount importance and rather inevitable.

Meri News is based on the concept of participatory media and citizen journalism, which transcend beyond the limitations of conventional media and allows citizens of the country to report, read, write, comment and debate news, views - happenings they find significant. In unique ways, it provides the tools of informing and opinion shaping to the people in both text and visual forms.

Each submission is open to scrutiny of the people who bring in a rare diversity of views on a single issue. At the least, they tell you about the people's mood, and at higher levels, enlarge the original perspective to sum up the general view. This makes merinews unmistakably a powerful means to foster democratic values and innovative governance, thus marks the much-needed forward step for a more just and democratic dispensations, in which people are the winners'

Video Volunteers: Empowering Community Voices

International community media organization equips women and men in underdeveloped areas with video journalism skills, enabling entire communities to expose under-reported stories from their communities and take action to right the wrongs of poverty, injustice and inequality. In India, they have created the largest, most diverse network of salaried Community Producers in the world. Because of our training, hundreds of villagers and slum dwellers working as diamond polishers, students, teachers, artists, photographers, rickshaw drivers, housewives, day laborers, and others from different walks of marginalized life have empowered their communities and transformed themselves into journalists and activists.

The mission of Video Volunteers is to empower the world's poorest citizens by helping them to become the player in global media. It gives them right to cover the wrongs they witness for mass media. Providing disadvantaged communities with the journalistic and creative skills they need, VV's models for locally-owned and managed media production teach people to articulate and share their perspectives on the issues that matter to them – on a local and a global scale.

Vision of VV envisions a world in which all disadvantaged communities have their own locally relevant and locally produced media that celebrates their culture, voices grassroots concerns, and stimulates dialog to find solutions to endemic problems.

Content produced by these fully-trained individuals has been broadcast in mainstream media and is regularly screened online and for hundreds of thousands of people during local events in disadvantaged communities throughout India.

Dalit Camera:

Dalit Camera is a YouTube channel started in 2011 with an ordinary still camera with a rudimentary video recording facility. Now with the support from various volunteers they own four cameras, working in two states, Andhra Pradesh and West Bengal. One could describe Dalit Camera (DC) as a team of volunteers. They take videos of protest, public meeting, discussion, talks and upload it on the Internet. Expenses are usually met for by voluntary contribution. Bathran Ravichandran, a doctoral candidate at the English and Foreign Languages University (EFLU) in Hyderabad started Dalit Camera.

Dalit Camera document perspectives on/voices of Dalits, Adivasis, Bahujans and Minorities (DABM). A largely crowd-sourced platform that tells a variety of stories which are not being reported in mainstream mass media.

Savari: Women Together

Savari is a website run by and for Dalit and Adivasi women. It discusses everything from food, to violence, struggles for equal pay, discrimination and showcases Dalit and Bahujan art, articles and poetry.

Popular, insightful, incisive and sensitive, Savari is a must read for anyone interested in issues of gender and marginalization.

Here's how Savari describes itself.

“We are adivasi, bahujan and dalit women. Here we share our thoughts about our lives and the society we live in, including conflicts with the self, family and community. These are perspectives from our history, and our dreams for the future. Here we are in conversations with each other, with the men from our communities, and others. Inspired by our foremothers, the free spirited, knowledge bearing, community healers of the Saura people, this space is named Savari. Members of Savari continue the traditions of the anti-caste struggles of our ancestors, elders, sisters and brothers from all parts of South Asia. The dream of an equal world underlies each and every conversation here”.

CGNET Swara

Shubrashu Choudhury, a former BBC correspondent, set up the CGNetSwara in February 2010 for the people of Chhattisgarh. Populated primarily by the Adivasis, an indigenous people who are among the poorest and most socioeconomically disadvantaged in all of India, Chhattisgarh has rich reserves of minerals but lacks basic school and health facilities.

Choudhury believes that the residents of Chhattisgarh need to have a credible news source manned by journalists who know the language and culture of the land.

Chhattisgarh is a difficult environment for the media. Due to a shortage of trained journalists in rural areas, there are no established news sources in the local tribal languages, such as Kurukh or Gondi, each of which has more than 2 million speakers. While newspapers and television stations have a presence in the state, only rarely do they cater to the needs or broadcast the voices of the Adivasi population.

Users of CGNetSwara place an ordinary phone call to the system, which presents them with the option of recording their news stories and listen to other messages in their own language. CGNET is a voice portal that citizens call using any mobile or landline to record a news story. Incoming calls are usually free, with outgoing calls costs minimum. Once a message gets recorded from the field, journalists accessing the system use a Web-based interface to review and verify the report. Approved reports are then made available for playback over the phone, and can be accessed on the CGNET Swara site. The CGNET Swara has been referred to as an audio blog where citizens upload voice reports.

Users don't need access to the web. Since the portal is accessed through mobile phones, most find it easy to use. CGNetSwara is not Internet dependent for users and callers are guided through voice prompts. Because it has the facility to record voice, the literacy is not an issues which ensures the participation of women also. CGNET Swara logs more than 500 calls per day.

With these examples one can understand the role and scope of citizen journalism. The critics of citizen journalism talk about the authenticity of the content, biased, opinioned subjective information, in citizen journalism focus could be only on soft stories and citizen journalism may work like echo chambers, where same opinions are expressed again and again. But in spite of these criticisms the future of social media is bright because of the available social media platforms. Social media will strengthen the participation of common people in all type of communication and one can hope the content will become better and better with time.



5.8 Check your Progress

1. Explain why everyone with a smartphone is a journalist.

.....

.....

.....

.....

2. What is the criticism citizen journalist face?

.....

.....

.....

Further Readings

Social Media: A Critical Introduction

By Christian Fuchs Sage Publications, 2014

Social Media in Politics: Case Studies on the Political Power of Social Media

Edited by Bogdan Pătruț, Monica Pătruț, Springer Publications, 2014

Blogging and Other Social Media: Exploiting the Technology and Protecting the Enterprise

By Alex Newson, Deryck Houghton, Justin Patten, Gower Publishing, 2009

Social Media in Business and Governance

By K.M. Shrivastava, Sterling Publication, 2013

Social Media, Politics and the State: Protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and YouTube

Edited by Daniel Trottier, Christian Fuchs, Routledge Publications, 2015

Social Media and Social Movements: The Transformation of Communication Patterns

Edited by Barış Çoban, Lexington Books, 2016

India Connected: Mapping the Impact of New Media

Edited by Sunetra Sen Narayan, Shalini Narayanan, Sage Publications, 2016

Answers to Check your Progress:

UNIT 1

- 1) Internet has affected our lives hugely. Information on any topic, about any place, is easily available. A person from Cuttack can get the information of Japan sitting at his/her living room. The world has truly become a global village. One can share information at faster speed, produce content and sell-buy things online. And this is possible because of Internet.

- 2) Social media is the set of internet based tools which share the information in the form of text, photo, audio, video, animation and graphics. This has made the transfer of information increasingly fluid among the internet users at individual and organisational level.

- 3) In India, social media become very popular within no time. The major reasons are there are more young population who is crazy about the new technology. Considering the market telephone companies introducing new phones with cheaper prizes with latest technology. Along with this the internet packs are also getting cheaper and attractive. These are the major reasons why social media is popular in India.

UNIT 2

- 1) Social networking site is one of the types of social media. Social media is broader term than social networking site. Social networking site allows its user to share the information, opinion, form groups and interact with them. Good example is Facebook. Along with social networking sites, social media includes blogging, micro-blogging sites, social news sites, social bookmarking, video sharing sites and many other platforms.

- 2) The major two personal needs are satisfied by Facebook. One is image building and second is socialisation. Facebook is the popular social networking site, which allows users to create the profile and upload all the personal information along with images. Here one can make friends with known-unknown profiles and start sharing all kinds of information. The 'like' and 'share' features can boost the confidence in a person. These could be the major reasons why Facebook is popular in India.

3) WhatsApp, a popular mobile messaging app. It supports sharing of variety of media; text, photos, videos, documents, locations and voice calls. WhatsApp works with internet connectivity and helps its users to stay in touch with friends and relatives in the contact list. Apart from making its users getting connected with each other, it also helps them to create groups, send unlimited images, video and audio messages.

UNIT 3

1) Social media is more interactive than mass media. Unlike mass media social media gives space to any person with basic knowledge of technology to voice her/his opinion, views and any other information. And other people can react to that. Hence discussion can take place. Unlike mass media social media allows individuals to produce, publish and distribute the content without any filter. Mass media is controlled by a few people whereas social media is free for everyone.

2) Social media has changed the way business used to take place. These days, any person running any business, irrespective of the size of the business, can use website, Facebook, WhatsApp, mobile apps for marketing the business. And this is happening with a little or no expense at all. On social media consumers can be contacted directly. Businessman can interact with its consumers regularly. Online selling-buying is helping business to grow.

3) With the excessive use of social media user can have a lot of negative psychological impacts. One of the major impacts is person can start living in a virtual world. Then the person is not able to cope with the real world. By watching other 'exciting' profiles one may start getting inferiority complex, can lead to depression.

UNIT 4

1) The most of important function of mass media is inform and empower its masses. Social media provides the tools to these masses to express and share. Masses are producing a lot of content, sharing information and empowering themselves by using social media. By creating space for this content mass media can give space to these masses. It will help to increase the reach and even acceptance within the masses. The content of social media is unavoidable for the mass media. Hence it is very necessary for the mass media to take note of the social media.

2) Social media particularly Facebook and Twitter are more popular within Indian politicians. These two platforms help them to reach out to their voters and other citizens. Politicians are interacting with their supporters, critics and common citizens; by interacting they are making their image positive and friendly. By sharing updates of their work, opinions and other activities, they are providing content for the mass media. Narendra Modi, Arvind Kejriwal Smriti Irani and Sushma Swaraj are some of the politicians who are setting examples for other politicians about the usage of social media.

UNIT 5

1) Journalist is supposed to talk/show/write about the event and gives information to its audience. A person with a smartphone, can do the same function. He/she can capture record, shoot or text information with his /her phone and even share that with others through social media. Hence a person with a smartphone is a journalist.

2) Citizen journalism is criticised for the authenticity of the content produced by them. The information produced by the citizen journalists can be biased, opinioned, subjective and sometimes completely wrong. Journalists are trained to get vital information on any complex issue. That may not be possible for citizen journalists and hence they can only get soft stories.

Model Questions

A. Very Short Questions

Q1: Define Social Media

Q2: Give examples of various social media platforms.

Q3: What is blogging?

Q4: Write a short note on Twitter.

Q5: Define Citizen Journalism

B. Short Questions (Answer each question in about 150 words)

Q1: Internet is the most democratic medium. Elaborate.

Q2: Give any five characteristics of social media.

Q3: Write a note on YouTube.

Q4: How has social media changed the news consumption?

Q.5: Write a note on any one of the citizen journalism forums in India.

C. Long Questions (Answer each question in about 300-600 words)

Q1: Write a brief history of social media.

Q2: What is the difference between Mass Media and Social Media?

Q3: Discuss how Facebook has affected personal communication.

Q4: Social media has a huge impact on mass movement. Elaborate the statement with suitable example.

Q5: Explain how social media is expanding the scope for citizen journalism.

