ATTITUDE OF PEOPLE TOWARDS SOCIAL NETWORKING

WEBSITES AND CITIZEN JOURNALISM

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ABSTRACT

New technologies have led to new ways of thinking, practicing and producing journalism content in India. The Internet has enabled the people or public to enhance awareness of events, issues in India. The study aims to know the attitude of people of Urban and Rural Area towards Social networking websites and citizen journalism. The survey method was used to collect the data. The statistical tool t-test was used to analyze the data . This was used to know the significant difference of attitude among the different places of residence. The study highlights that the majority of the people thinks that Citizen Journalism is real journalism done by citizens and not biased and gives the opportunity to participate.

KEYWORDS: Citizen Journalism, Social Networking Websites, Urban Area and Rural Area

INTRODUCTION

"Freedom of Press is based on principle which the whole world must practice if we are to have peace, and that is the principle of tolerance-of being able to understand criticism and realizing that nobody has the infallible truth"

Henry Cabot Lodge

The Mass media in India have made significant strides after independence. They have played an important role in disseminating information and ideas , and in providing instruction and entertainment to people in a purposeful and effective manner. But now New Media has further accentuated the functions of media. Now it is more advanced and flexible system.

There is no space for blaming media for its biasness due to participation of citizens. Now a days we have social networking websites where we can participate our own views. This is the fastest medium to share and disseminate information. For example I**n Anna Hazare's movement** . People started their own compaign for Anna Hazare fast.

Other example is O**sama bin laden death.** The first information of Osama's death was flowed on the blog. After that Mainstream media broke the news **"Breaking News"**

Now a days people are participating or blogging rapidly and on daily basis. There could be a reason behind it Inner Satisfaction of the citizens. They can submit their own content on the social networking or citizen journalism websites. Beacause now citizens are not only passive audience but they are reporters themselves. They cover the events with their mobiles, digital cameras and post it online or citizen journalism websites as Meri news. Moreover facebook is the popular and favourite phenomenon of the young generation.

Communication scholars called this term Citizen Journalism. The citizen Journalism is fashionable phrase these days "one of the hottest buzz words in the news business."

This term is coined by Clemencia Rodriguez who defined the concept as the transformative processes they bring about within participants and communities. According to Wikipedia, The concept of citizen journalism is also known as public, participatory, democratic and guerrilla or street journalism.

Citizen Journalism means Anyone can be a journalist just by taking cell phone photo and produce a piece of journalism , and Citizen journalism is a rapidly evolving form of journalism where common citizens take the initiative to report news or express views about happenings within their community.

It is news of the people, by the people and for the people. Citizen journalists are independent and freelancing reporters. They are not constrained by conventional journalistic processes or methodologies, and they usually function without editorial oversight. Citizen journalists gather, process, research, report, analyze, and publish news and information, most often utilizing a variety of technologies made possible by the internet (Ross & Cormier 2010: 66).

The phenomenon of citizen journalism has been spurred on by the rise in the availability of the new-media platforms of desk-top publishing. Some of the technologies that have come to characterize citizen journalism are catalogued **by Dan Gillmor (2006: 27-41) as follows:**

- Mail lists and forums, made of diverse communities of interest;

- Weblogs, a 'many to many, few to few' medium whose 'ecosystem' is 'expanding into the space between email and the Web, and could well be the missing link in the communications chain';

- Wikis, server programs that allow users to collaborate in forming the content of a Web site;

- SMSs, a service offered by network providers which allows customers to send text messages over the cell phones;

- Mobile-connected cameras, which include the every-day digital cameras that allow users to download, store, edit, and transmit pictures anytime, anywhere;

- Internet 'broadcasting', whereby ordinary people can record and upload anything on to the Internet, as well as distribute it;

- Peer-to-peer (P2P) sharing of files; and

- RSS (Really Simple Syndication), which allows readers of blogs and other kinds of sites to have their computers and other devices automatically retrieve the content they care about.

- The study seeks to document the attitude of people of different places of residence towards Social networking websites and citizen journalism. Researcher would collect the sample for survey to know about the attitude of people in citizen journalism.

Review of Literature

Sneep (2013): Explored the role of new media during the Egyptian revolution. The basic aim of this study was to find out how people used it, what type of new media they used, when and how they felt about this. Interviews were the

main methods to obtain the data, as well as literature research. The results of this research showed that new media enables people to exchange experiences and facilitates local-global connections, linkages between people on Tahrir square in Cairo and elsewhere in the (Arab) world.

Grossklags, Appel, Bridges (2012): Investigated the impact of recent govt. initiatives to increase politician participation by young adults via the use of Web 2.0 Technologies and the involvement in online social networks. In particular, Researcher conducted two interaction studies with different experimental conditions to investigate whether individuals who seek engagement with the government are able to successfully search and locate appropriate contact points and how that process involves new media technologies. This study showed that the majority of students are comfortable searching for information, in particular online, as over 84.6% of subjects rated search activities as easy or very easy. It is interesting that only minority, 29.5 % achieved searches classified as specific successes.

Kirsten (2011): Examined that whether the citizen journalists generate the original content based on research or not. A content analysis had been conducted on both traditional media websites and citizen journalism websites and found that there is a significant agenda setting relationship between traditional media website and citizen journalism websites. Story tone was also explored. The study found the top stories covered by traditional media were the same stories written about by citizen journalists.

Objectives of the Study

To know the attitude of people of different places of residence towards Social Networking Websites and Citizen Journalism in India . The objective is also to know about the growth of citizen journalism among different groups which has become a very fashionable phrase these days.

RESEARCH METHODOLOGY

The present study is confined to the respondents Delhi and the rural areas of Delhi who participate in citizen journalism. Delhi is metropolitan city and capital of India with large migrant population and an ethnic melting pot. The questionnaires are filled by the citizens who are not media person but participate in Media. The study is restricted to the literate citizens as for participation in the citizen journalism it is important to be literate.

In this study the researcher has developed one questionnaire . Questionnaire is for the citizen's survey. For citizens, a structured questionnaire was designed to collect the data. The purpose of this questionnaire was to study the attitude of the people of different locations towards social networking and citizen journalism websites. The questionnaire covered questions pertaining to various aspects of the social networking and citizen journalism websites.

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

Sample Selection

For the purpose, two broad areas urban and rural areas have been selected. To begin with a sample of 500 was selected by using Multi- Stage sampling technique. For the purpose, on the first stage Delhi has been divided into five zones. East, west, North and south and central. The segregation doneon the basis of Delhi MCD official website. On second stage these Zones were divided into blocks. On third stage dwellings were listed within each selected block. 50 from each were taken. This way total 250 sample for urban. For remote areas clustering is used. But now difficulty was to specify rural areas. Rural area of 10 kms far from urban city has been considered. Total sample of 250 was taken for the study from rural area.

T-Test

The t-test assesses whether the means of two groups are statistically different from each other. T- Test also has been applied to know the difference between independent variable as the place of residence like Urban Area and Rural Area.

DATA ANALYSIS

Table 1: Views on Social Networking Websites and Citizen Journalism

Social Networking and Citizen Journalism	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Real Journalism	118(33.8)	110(31.5)	64(18.3)	30(8.6)	12(3.4)
Sometimes unwanted content	94(26.9)	148(42.4)	80(22.9)	4(1.1)	8(2.3)
Publish views without printing press	128(36.7)	92(26.4)	94(26.9)	16(4.6)	4(1.1)
Journalism by citizens	72(30.6)	134(38.6)	90(25.8)	22(6.3)	16(4.6)
Threat to media industry	56(16.0)	96(27.5)	88(25.2)	52(14.9)	40(11.5)
Not edited news	50(14.3)	104(29.8)	126 (36.1)	18(5.2)	32(9.2)
Not reliable	82(23.5)	96(27.5)	110(31.5)	12(3.4)	22(6.3)

Percent are written in Bracket

Table 1 shows the frequency of the agreement level of people for social networking websites. Out of 348 Citizens 34 per cent is strongly agree that citizen journalism and done by social networking media is real journalism. 31 per cent is agree for the same. While 18 Per cent is neutral. While 9 Per cent is disagree that citizen journalism and social media is real journalism and 3 Per cent is strongly disagree for the variable.

Out of 348 Citizens 27 Per cent is strongly agree that citizen journalism and social networking websites sometimes give unwanted content and 42 Per cent is agree for the same. 23 per cent of the sample is neutral for the variable. While 1 Per cent of the sample is disagree and 2 per cent is fully disagree that social networking websites give sometimes unwanted content.

Out of 348 Citizens 37 Per cent is strongly agree that people can publish their news or views on citizen journalism and social networking websites without printing press. And 26 Per cent is agreeing for the same. 27 Per cent of the sample is neutral for the variable. While 5 Per cent of the sample is disagree and 1 Per cent is fully disagree that social networking websites give sometimes unwanted content.

From the total sample 31 Per cent is strongly agree that people can call it journalism by citizens or for citizens and

39 Per cent is agree for the same. 26 Per cent are neutral about this statement. While 6 Per cent is disagree that people can call it journalism by citizens or for citizens and 5 Per cent is strongly disagree.

16 Per cent of the sample is strongly agreed that it is threat to media industry and 27 Per cent is agreeing. 25 Per cent is neutral about this statement. While 15 Per cent is disagree and 11 Per cent is strongly disagree.

From the total sample 14 Per cent is strongly agree that citizen journalism and social media is not edited news and 30 Per cent is agree about this statement. 36 Per cent is neutral about this statement. While 5 Per cent is disagree and 9 Per cent is strongly disagree.

Table 2: T-Test – Place of Residence

Variables	Urban Area		Rural Area			
Social Networking/Citizen Journalism	**Mean**	**S.D.**	**Mean**	**S.D.**	**t-Value**	**P-Value**
Real Journalism	2.41	.99	1.78	1.12	5.42	.16
Sometimes unwanted content	2.22	.78	1.85	.95	3.82	.12
Publish without printing press	2.22	.98	1.79	.93	4.06	.60
Journalism by citizens	2.40	.86	2.24	1.20	1.42	.00**
Threat to media industry	2.91	1.07	2.60	1.40	2.26	.00**
Not edited news	2.61	.95	2.64	1.27	-20	.00**
Sometime Biased	2.51	1.01	2.23	1.26	2.22	.01**

*Significant at .05 level

**Significant at .01 level

Table shows that t-test has been applied to know the significance difference between the two locations urban and rural area.

T- value 1.42 for the variable , journalism is by citizens for citizens is found significant at 1 Per cent level. The highest mean score is 2.40 found in the case of urban area followed by rural area (2.24) the findings reveal that urban area think that citizen journalism/social networking websites is by citizens.

T- value for the variable , threat to media industry is found significant at 1 Per cent level. The highest mean score is 2.91 accorded by urban area followed by rural area.

The findings reveal that the urban area thinks that citizen journalism /social networking websites journalism is a threat to media industry.

T- Value for the variable, not edited news is found significant at 1 Per cent level. The highest mean score is 2.64 accorded by rural area followed by urban area. The findings reveal that the majority of rural area thinks that citizen journalism is not edited news.

T- value for the variable , sometime biased is found significant at 1 Per cent level. The highest mean score is 2.51 accorded by urban area followed by rural area. The findings reveal the group of urban area thinks that citizen journalism is sometimes biased.

T- value for the variable real journalism, .sometimes unwanted content turns to be insignificant. There is not significant level in the views of the people for the same variable.

FINDINGS & CONCLUSIONS

- The majority of the people are strongly agreeing that citizen journalism and done by social networking media is real journalism.

- The majority of the people is agree that citizen journalism and social networking websites sometimes give unwanted content

- The larger number of people is strongly agree that people can publish their news or views on citizen journalism and social networking websites without printing press.

- The majority of the people is agree that people can call it journalism by citizens or for citizens.

- The larger number of people is strongly agreed that it is threat to media industry.

- T-test was applied to measure the views of the citizens on the basis of place of residence. The larger number of the urban area citizens think that citizen journalism is a threat to media industry and they consider it sometimes biased. On the other hand the majority of rural area citizens think that the news published on citizen journalism websites is not edited.

- The findings reveal that urban area think that citizen journalism/social networking websites is done by citizens.

CONCLUSIONS

Internet has contributed towards many forms of emancipatory communications via blogs, citizen journalism and other technologically mediated means. However, in India there are many number of applications under the citizen journalism umbrella and it is not clear whether these, taken in their entirely, contribute significantly to the cause of public journalism. User generated content and networking offer opportunities to extend the quality and reach of citizen journalism, but now internet not only in India resolutely remains an urban medium but it is spreading in rural areas also. Rather Citizens have become more aware to participate. Citizens get instant information and have become active audience. So far, the new concept of citizen journalism has spread to many countries and challenges the dominance of established mass media.

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