Impact of Social Media on Traditional Journalism

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Abstract
This study tells about the impact of social media and how it changing the shape of traditional journalism. It includes so many different previous studies' concepts and information. Social media tools have shaken the field of journalism as well and introduced a new form of journalism. It has set some roots that how people share and receive information/news. The current study focuses on the role and impact of social media on traditional journalism. It also includes the media theories and how they related to the media theories. This report was conducted through the quantitative method for which we do a public survey to get public opinion about the topic. It also includes a background study of the subject to make it more understandable. Audience interaction, the rise of social media, changes in journalism, and the preference of journalists for social media has investigate in this research. A result validates that social media influences people but some of them also think that it's a threat to traditional journalism as it has no concept of monitoring and controlling data.

Keywords: *social media, traditional journalism, modern journalism, interactive, globalization*

INTRODUCTION

The rise of social media with the advancement of time has changed traditional journalism of all sorts. On the other hand, social media is now also influencing the world of communications of all sorts like trade and commerce, marketing, politics, sports, and entertainment, we can say that

wherever human communication is involved. Social media tools have shaken the field of journalism as well and introduced a new form of journalism. It has set some roots that how people share and receive information/news. Now many new journalists think that social media has given a new platform to traditional journalism, now getting news has become so easier and faster than before. However, some journalism experts think that excessive reliance on social media has affected the quality of traditional journalism as there is no editorial control and content monitoring over the information/material published online.

Social media experts believe that most of the new journalists all around the world depend on social media apps and websites etc. they think that getting news stories, recent happenings news on social media is now easy because it is one of the fastest news sources now. For breaking news about anything the social media apps like social websites, Twitter and Facebook are considered great sources. Because of their attractive and interactive multi-media features these apps and sites get huge popularity among people all over the world and that's why with the advancement in time the new journalists used them to interact with their people. After seeing this type of social media popularity many of the media Personalities think that the future of journalism relies on social media.

The people who take traditional journalism as the credible and trustworthy source of news take social media negatively even the critics believe that social media is affecting the role of journalism negatively. They argued that social media is the medium that has so many features to work on as there is no concept of gatekeeping and has threatened the basics of journalism, credibility, and reliability. With the advancement of social media, the concept of fake news also came. The critics point out the many false and fabricated information generated on social media. They also point out the lack of objectivity in their social sites as most of the people publish any news without any proper knowledge or information about the happenings

and start criticizing their own country and government without any authentic information. So many people are now calling themselves activists within the community they write about without knowing the idea of objectivity.

However, the third group of journalists thinks that the power of social media cannot be ignored in any way and with the proper knowledge of journalism ethics and rules social media must be taken as a great opportunity, especially in the time of unemployment in the field of journalism. Because of social media, it becomes easier for people to do work without going for any traditional means of work. You can easily start your channel or page on these sites to showcase your work and talent.

Background study

Social media is the term used to refer to the virtual conversation that has become the most unusual interest of the country through the network, which includes social networking sites that help people share their thought problems and view friends, family, and different people. , to show the way of human being's methods to capture facts, to see them, and to emphasize them. Social media is a platform where people mingle with everything extraordinary, without restrictions. At one point in the 1990s, chat rooms and newspaper forums were a kind of social network used for data sharing and entertainment. (Alice, 2013). Social media is seen as a growing and changing environment; It is based on 4 pillars: verbal exchange, commitment, religion, and transparency. (Rosa Sophie, 2013). Michael Dewing (2012) describes this period of social networking as a platform with an excellent style of offers that are certainly based on the internet or mobile. Blogs, wikis, social bookmarks, social networking sites, podcasts, boards, blog micro-tours and permanent internet replacement offers are social networks and will be referred to regularly as the internet. It is also claimed that there are more than 110 million blogs, 100 million movies, and more than 123 million international clients on Facebook. Seventy per cent of the

population in advanced international countries that use social media and the Internet is under 25 years of age. In November 2012, a social community, especially Facebook, reported that there are 1 billion international customers, 18 million of whom are Canadian. Also, in July 2012, Twitter claimed to have 517 million customers worldwide. In Pakistani society, social media is becoming extremely popular. Ejaz abida (2013), quoting Kugelman, writes that people in Pakistan use social media to communicate; They use them for 5 purposes: breaking the proportion of information eliminated by conventional media, encouraging people to socialize and a typical campaign, addressing a small problem and issues related to sports activity from humanitarian aspects based mainly on social causes, and be a means of communication between politicians and citizens. The Internet in Pakistan appeared in 1995, and 2013 Internet Industry Statistics Recommend that Pakistan rank 8th among the top ten Internet users from Asian countries in the world; social networking sites are extremely popular with the younger generation in Pakistan. (Karamat Ayesha and Farooq Ayesha, 2016) Qureshi Umair (2016) states that in 2016 Facebook clients in Pakistan reached a wide range of 20 million, and this famous website has seen the epidemic grow in 5 years. Citing the public awareness of Facebook, Qureshi mentions that around 15 to 20 million Pakistani men are Facebook customers, while 5 to 6 million are female customers.

OBJECTIVES

1. To find out that How social media affected the traditional journalism in Pakistan.
2. To examine that What is the future of traditional journalism in Pakistan
3. To findout that How much influence does social media have on journalism
4. Is social media more powerful than traditional journalism?

RESEARCH QUESTIONS

RQ1. How social media affected the traditional journalism in Pakistan?
RQ2. What is the future of traditional journalism in Pakistan?
RQ3. How much influence does social media have on journalism?

LITERATURE REVIEW

Facebook, Twitter, Youtube, most of these social networking sites have been designed to keep in touch with friends, family, non-public contacts and experts. Who knew I could alternate the shape of the media world? People no longer depend on newspapers, radio or television for information. The news involves them now, they determine what information they can consume. Everything happened through social networks (Ullah et al., 2020). Due to their distinctive feature in their dizzying recognition among young people, social networking sites have already begun to dictate the media industry. Sites like Twitter and Facebook have completely changed the concept of breaking information. Anyone with a mobile phone can take a photo, write a few lines, add them online and the story will go around the world (Ullah & Haq, 2018). The social media rule is now a fact. Kaplan and Haenlein say that social media is a collection of applications based mainly on the Internet, which is based on the ideological and technological foundations of Web 2. zero and allows the emergence and sharing of human-generated content materials. This is what is especially high on social media. As mentioned above, anyone with access to social media equipment can easily create content and percentage materials with the public in the shortest time. This freedom of the person is the conquering pressure of social networks. Social media enthusiasts agree that it helps to

democratize knowledge and facts, and this has given the target market freedom from the hegemony of the mass media.

Social Media Recommends Skoler Says: Today's new subculture is a ready connection and relationship. Social media is bubbling with the fact that it shapes the spirit of the age, now it is no longer so because it created the spirit of sharing. I roughly take note of the others and respond. They follow us around the fun because we recognize that they can converge with the fun of others. The new subculture values sharing facts and being surprised by the use of the experiences, knowledge and voices of others. Illustrating the voice of consumers, this function of social networks has made it extremely famous among human beings from all walks of life. If we examine the predominant reasons for the recognition of social networking sites among younger human beings, we can see that they need a platform, an area in which they can explain or express their thoughts and experiences. They also want to receive feedback from their friends and anyone who comes for any percentage. This interactive function plays a key role in the recognition of social networks. In addition, the multimedia feature has attracted younger people to social media. With the addition of audio or video content and hyperlinks to various websites, analyzing an information story on an online social networking site is now much more interesting. Another reason for the development of recognition of social networks is their rate of information breakdown. Newman finds that information on social media is corrupted hours earlier than conventional intelligence organizations. It provides examples from the 2004 Indian Ocean tsunami, Hurricane Katrina with the United States, the disappearance of Osama Bin Laden, the disappearance of Muammar Gaddafi, etc. Dube argues that “the ability of social media to conquer mainstream media to break information is feasible due to the fact that social media can easily reach what mainstream media cannot and through reality media that social media social are able to overcome. Information websites in terms of target market commitments. One of the main attributes of social networks is the excessive degree of interactivity

that comes at a price through their ability to facilitate meaningful communication with and between customers. The reason for Twitter's compliance on the ground is its availability for public participation. It's short and simple. Anyone interested in an informational object or another can redistribute it with a comment and for this reason the message is communicated to a very large community. In addition, it makes it easier for the general public to recognize the perspectives and thoughts of policymakers and to easily express their personal perspectives and thoughts. Picard claims that social networking sites and blogs offer customers the opportunity to join, now they are no longer limited to reporting. He says: "This virtual team provides an easy (low-cost or no-cost) way for people in the general public to engage in dialogue with large human enterprises and attract interest in issues and topics that mainstream media would have overlooked "(notary public). Here is the difficulty of freedom, the freedom to select what the reader/viewer wants to study or see. Social networks have given the public freedom of content. The social media consumer can personalize content, which is crucial for her. Now you don't have to wait for a few publishers to pick and select your content. Gillmor says: "The word-of-mouth community itself could be a medium for everyone's voice, now only a select few can come up with the money to buy million-dollar printing presses, launch satellites, or get permission from the government waves of the general public. This sense of freedom has led some people to blog. When others decide what story to write or modify what they have written, the blog is a gift for those who do not like it. He contributed to the development of social networks. Most blogs link directly to various social networking sites, with links and embedded codes, allowing readers to comment on original posts. With this freedom of expression, blogs on social networking sites and media sites attract millions of new users every day. As members of the social media community grow, so do social media coverage and coverage. Social media will be useful when many traditional media reports have little or no coverage. In many authoritarian countries where traditional freedom, justice

and journalism cannot be achieved, freelance journalists and professionals use social media tools to meet, while under Mugabe's authoritarian leadership, new media technologies are for those who want to speak. . International community. In her article "Mugabe Media War: How New Media Helps Zimbabwean Journalists Tell Their Stories," Nyaira describes how new technologies, including social networking sites, mobile phones, and FM radio, have allowed journalists to share atrocities (Shah et al., 2020). Theirs. The African National Union of Zimbabwe, led by the Government of the Mugabe Patriotic Front (ZANU-PF), since 2000.

It is understandable that most writers and commentators on social networking sites are unaware of their objectivity or have been biased and write for personal or group reasons, and because no one controls them, the main basis of the Principle of Journalism applies and reliability can never be guaranteed. In many cases, different groups blog or post fictitious messages on social media to suit their interests. A clear example is the Shahbag movement that took place in Bangladesh in February 2013. In response to the spontaneous, non-partisan movement that called for the death penalty for war criminals in the 1971 War of Independence, the propaganda group Jamaat Eislami opened many blogs and continued to spread fabricated and false news targeting Shabakh militants. The BBC, Al Jazeera and many other major foreign media outlets that contain false information are wrong. Something similar happened during the electoral protests in Iran in 2009. The media, which makes it very difficult for the media. In this case. On the contrary, it endangers the entire economy or journalism, not just the responsible media.

RATIONALE OF THE STUDY

Social media has both negative and positive features it depends on the person whom he/she uses it. But talking about social media from a journalism perspective has some negative impacts on traditional journalism in Pakistan because we see with the popularity of social media people post anything without any authentic information which leads to the concept of fake news and raised questions on the credibility of journalism. Without thinking about people’s sentiments and journalism ethics people share

manipulated videos and news. Without any confusion or any misconception, these are the negative points of social media. But there are also some positive points like many famous journalists use social media and also share their articles and point of about happenings. We see the concept of digital media news also getting popularity among people and now it become easy to do interviews, to get public opinion, and to create a public opinion.

THEORETICAL FRAMEWORK

According to cultivation theory media affected the people most in creating their opinion and thoughts. When people are exposed on regular basis to media their thoughts and contribution towards things and ideas start changing. In my research, if I see the role of social media on people I find out that with the passage of time people day by day increasing on these social platforms. With the increase in the number of people on these social sites, we see a new form of communication in every field, especially in the field of journalism. This new digital form of journalism affected people the most. Now we see like the concept of cultivation theory people start changing. We see people believe mostly in social media information more than traditional media news because now people spend more time on social media than traditional media. Because of this, the form of journalism is changing we see social media introduce two-way communication between audience and presenter.

Likewise according to agenda-setting theory media sets the agenda among people and makes their opinion. We see at the time of election so many different media houses run the campaign for different parties and try to make people agree with their opinion about the party. But now If we see this theory in social media impacts on journalism term we found out that with the passage of time the shape of journalism is changing as people are more reliant on social media. And now digital journalism setting the agenda among people at the of a pandemic or any chaotic situation people start making awareness campaigns digitally on social media which influences the people most. And this is one of the assesses of agenda-setting theory for

social media impacts on journalism (Ullah & Jan, 2021). This is a rape case of an 8-year-old girl Zainab which gets popularity on social media after the sharing of different blogs and tweets on this case by renowned personalities who set an agenda among people and gathered them on one point to raise voice against the rapist for the justice of that girl. So in this way, this theory can be implemented in my research.

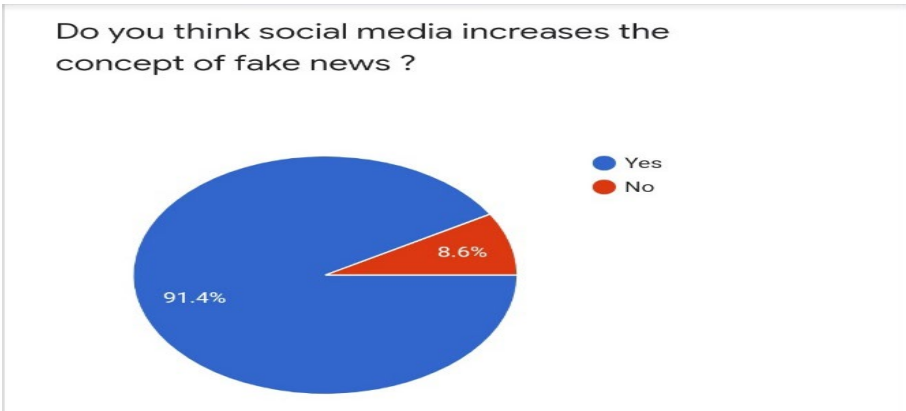
HYPOTHESIS

With the advancement of time, we see the revolution in traditional journalism and now social media becomes the new platform of journalism. People spend more time on social media than the traditional media platforms they completely rely on social media. Through this research, I want to find out the thoughts of people about social media related to journalism. And after seeing the huge popularity of social media among people I think that this research shows some positive role of social media. Even talking about myself as a student of media sciences, social media is a great platform for new journalists who are neglected by renowned media houses to showcase their talent. Social media is a platform that introduces the true meaning of two-way communication where you can share and receive information and also your opinion about the happenings. So basically my research is based on the positive change in traditional journalism because of social media.

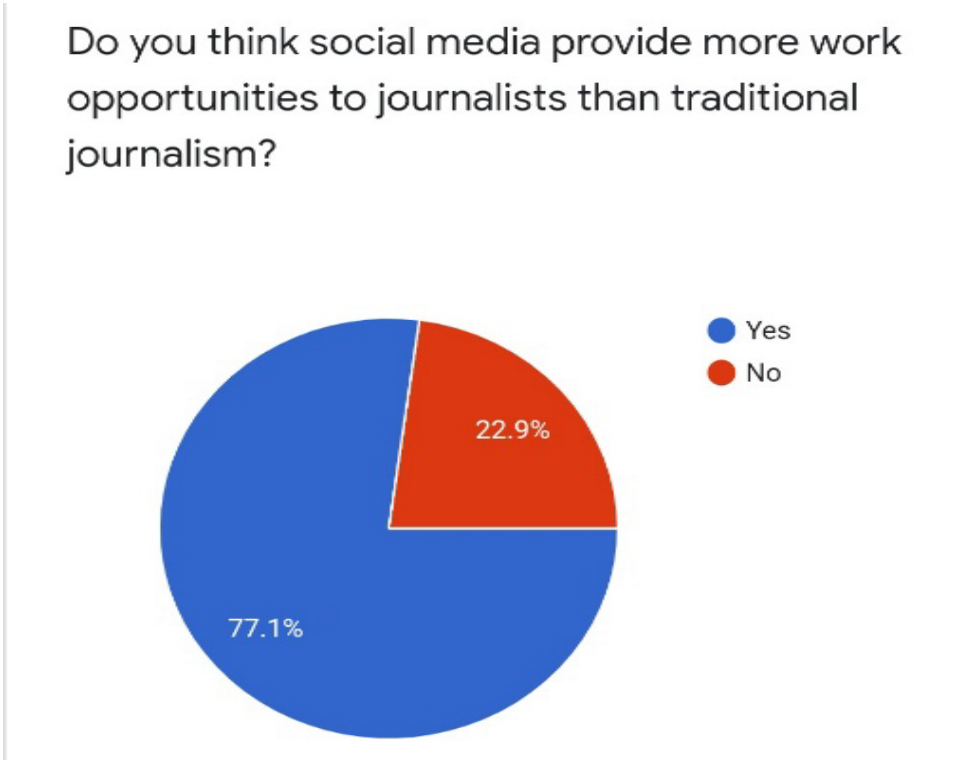
RESEARCH METHODOLOGY

The method for gathering data is as diverse as the topic of my research. This report includes an online research paper, blogs, articles, and theories. In addition to keeping it different with the news of different platforms, I try to add some incident examples as well. The method of research is quantitative I do a public survey and get public opinion about my topic. It also includes previous studies and background studies related to the topic.

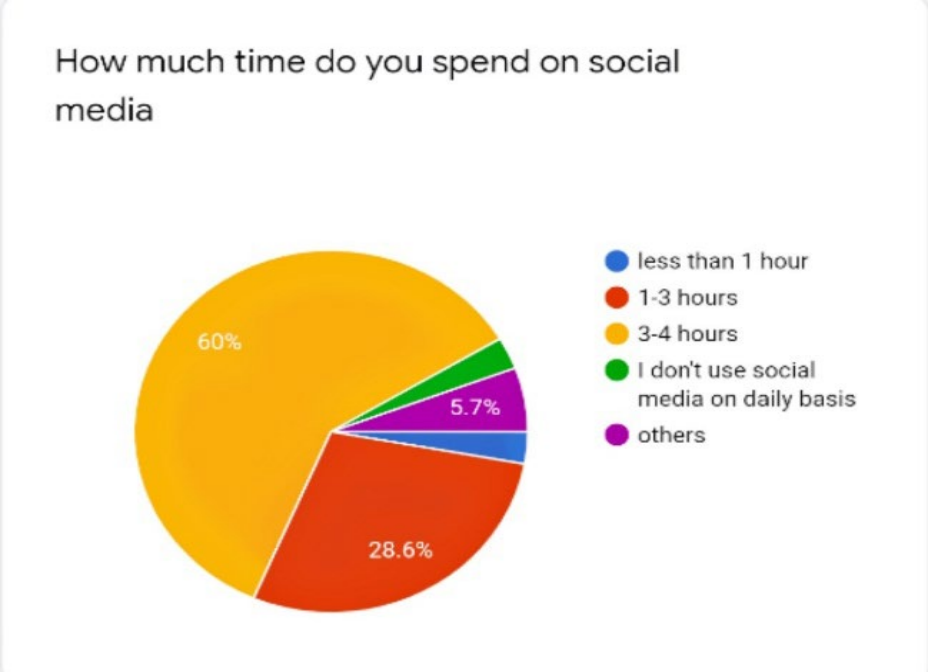
DATA ANALYSIS



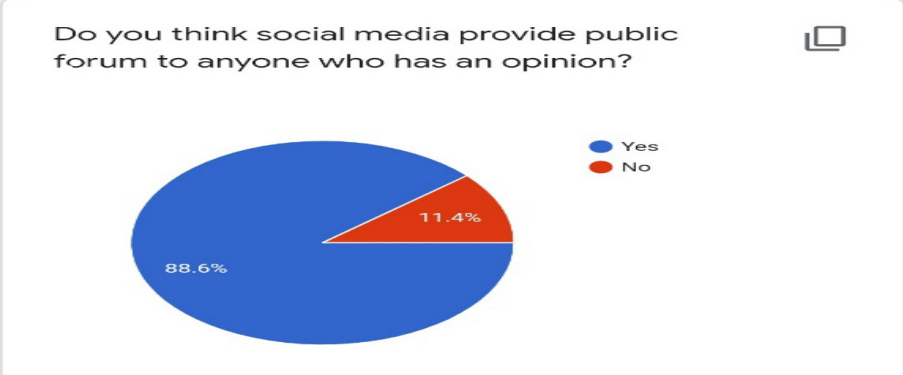
The Data shows that the fake news concept which is mainly related to social media whether it is true or no. 91 % of the respondents answer, yes that social media increases the concept of fake news whereas there are some people who still think that social media do not promote the fake news.



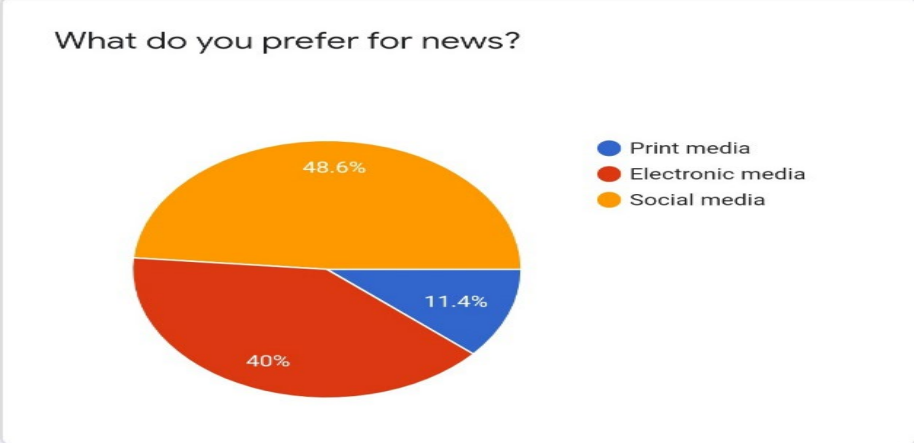
The data show that 77 % of the respondents agreed that social media actually provide opportunities to young people as it is the vast platform.



This graph shows the timing that how much time people use on internet. And according to cultivation theory we all know that the high amount media exposure create public opinion.



This chart indicates the positive image of social media as many of them consider it right.

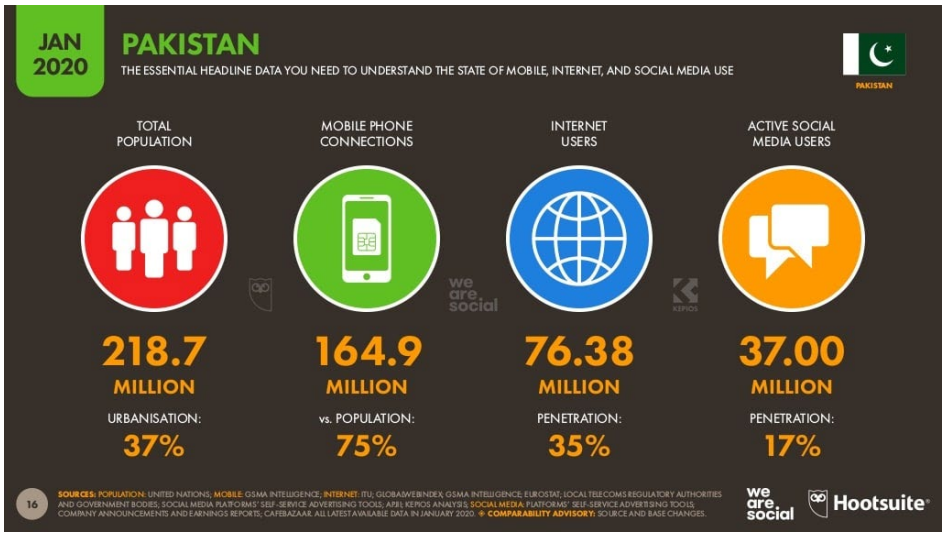


This graph shows that 48 % of the people depend on social media more than any other medium and because of this their opinion about journalism is also changing.

FINDINGS

Through this research, I collect some data about social media and its impact on journalism.

This graph indicates the number of social media users



Through my research, I have also found out that now people prefer social apps more to share their blogs articles, and opinions on social apps than any other traditional media platform. Twitter, Facebook and youtube now become the big source of information for people and because the shape of traditional journalism is changing.

CONCLUSION

Social media has already affected traditional journalism in both positive and negative manners in a very great way that cannot be neglected. We can say now the impact of social media can be increased in the coming years. The availability of these easy and friendly excess of social media tools will encourage more and more people to come on social media but that should not be taken as a threat to traditional journalism. Many experts still think that with the increase in social media the mainstream media do not get affected but the credibility and reliability of journalism are still dependent on the mainstream media and traditional journalism as they know more about journalism and have the access to work in any kind of situation. It this true that social media somehow becomes a threat but it will never shut the

opportunities in traditional journalism and the experts of traditional journalism will open new opportunities for traditional journalists.

Without technology now there is no possibility to grow in any field but it cannot harm the skills of a person. With the fastest increase in technology the shape of journalism also changing in a good way now people can find credible data on every medium. There are some misconceptions and false information leading regarding the use of social media there are also some good and positive points of social media it introduced the global communication form of journalism. So this is not going to be wrong that social media will be the future of journalism and the journalist will start preferring it more than the mainstream media.

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