

## THE EFFECT OF SOCIAL MEDIA AGAINST THE USAGE OF TRADITIONAL MEDIA AMONGST THE YOUTH

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### ABSTRACT

Social media has now become an important part of our lives as initially it was thought of as a forum for social networking between your friends, family, colleagues and acquaintances. But, now it fulfills other features such as the “sharing” or “posting” of news, information and events which help start a conversation, debate, invoke an opinion etc. Now with a click or “swipe” of their mobile phones the masses are informed about “trending topics” on their “news feed.” This research paper looks at the impact social media has on the masses and has it led to the decline of conventional media platforms in terms of being informed about latest news and happenings.

### INTRODUCTION

Since the advent of digital revolution the way we see the world has drastically changed. Technological revolution such as the Internet has become an important part of our lives. Social media platforms such as Facebook, Twitter, Instagram have become a daily fixture in the lives of the youth especially. The day is not complete for them without logging into their social media account and getting the latest buzz.

Interestingly in an article published by Boyd and Ellison (2007) they stated that a distinguishing feature of “social media” is that “they enable users to make visible their social networks” (pg.211) it is about showing off their “networks” and not just about making new friends.<sup>5</sup> In another instance a Social Media impact survey was done by ING the respondents were a few International group of journalists and PR professionals. The study showed that discussion, topics on social media sites were steadily gaining relevance. Journalists widely used social media posts despite having doubts about its accuracy and reliability. The ING survey also found out that a majority of journalists feel less bound by rules on social media.<sup>6</sup>

According to We Are Social-Digital, Social and Global statistics 2015`1, India with a total population of 1,265 million has an active internet users of 243 million and from

this 118 million have active social media accounts. The average daily use of the internet through PC is 5 hours and 4 minutes compared to that with the mobile the average daily use is 3 hours and 24 minutes. According to the Audit Bureau Circulation language wise in print media Hindi newspapers continue to dominate such as Danik Jagran and Danik Bhaskar with a circulation of 2, 40, 31, 306 in 2015.<sup>2</sup>

Social media is dynamic and versatile as you can use it to get the latest news and gossip. But has the rise of social media led to the decline of the use of traditional forms of news such as print and broadcast media? Take the example of the news feed feature in Facebook where if you “like” a particular page you automatically get the latest information on your specialized news feed. Nowadays a piece of news can quickly become “viral” with the number of likes and shares it receives. And now with the rise of numerous app based news bulletins such as Times of India app, New York Times app etc receiving news is presumably dominant online.

There are instances where people prefer to use the platform of social media to share their stories instead of going the traditional way of going to reporters of leading dailies. But how far is it true?

## **OBJECTIVES**

To **examine** the medium of consumption of news is preferred

To **understand** the relevance of social media amongst the youth of Delhi

To **study** the use of social and traditional media in their lives

To **know** if social media has led to the decline of traditional media

## **RESEARCH QUESTIONS**

Has social media led to the decline of traditional media usage amongst the youth?

## **REVIEW OF LITERATURE**

1. The Impact of New Media on Traditional Mainstream Media, Ali Salman, Faridah Ibrahim, Mohd. Yusuf Hj. Abdullah, Normah Mustaffa, Maizatul Haizan

Mahoob, Malaysia,(The Innovation Journal: The Public Sector Innovation Journal),Vol.16(3),2011

Summary of the work: This paper explores the effect new media such as online, social media etc has on the traditional mainstream media. There research paper has focused the impact of new media in the context of Malaysia. The authors of this paper argue that the Internet will not replace the newspapers as they cited the example of how radio as is still surviving today with other mediums such as television and newspapers. In Malaysia the effect of new media on conventional media is not as apparent as that could be found in USA. They believe that the effect of new media is “still manageable”.

Conclusion by the Author(s): The authors concluded their research paper by emphasizing on the aspect of “credibility” as during the General Elections of 2008 in Malaysia, new media gained the aspect of credibility as both for and against the government was spoken equally. The way forward for newspapers in Malaysia is to improve their credibility as even though conventional media is still important the masses feel it is a “mouthpiece” of the government and an instrument of propaganda.

Your learning's from the work: This paper was extremely insightful for my research as it helped to read upon the the effect new media has on traditional mainstream media keeping Malaysia in mind which is helpful to look into the context of India as both these nations are a part of the developing nations and the effect of new media can be in some ways similar. The paper thought me that how even with the rise of new media conventional media platforms have not lagged behind.

2. The Impact of Social Media on Traditional media agenda setting theory-The case study of Occupy Wall Street Movement in USA, Ilona Grzywinska, Johnathan Borden(Academia.edu.org,Wroclaw,2012)<sup>4</sup>

Summary of the work: The study was conducted to understand how has social media with its growing usage has impacted people’s perception on various issues and problems. This research highlighted the use of social media with its content sharing

and user-generated content as a tool for “social activism” as they have cited examples of Arab Spring etc. The paper focuses on how social media impacted traditional media in terms of the ‘Agenda Setting Theory’-Which states that media by having prioritizing certain news and information build a perception inside the minds of the masses that those are the “main issues” at hand. The research was done by taking the case study Occupy Wall Street Movement where social media played an active role.

Conclusion by the Author: After conducting various analyses it was concluded by the authors that social media can serve the site for “initial” agenda building the rest is later followed by traditional media coverage. As the Occupy Wall Street Movement which was basically about how protesters defined themselves as the “99%” low wage earners did not agree with the greed and corruption of the “1%” top wage earners. This movement initially gained momentum due to the sharing on social media. With Facebook being the most used social media platform.

Your learning’s from the work: This study was extremely useful to note the power of social media which can help start a conversation and a tool for initial agenda building. This study in a way touches upon the aspect that if a particular issue, petition etc is shared on social media and if it becomes popular or “viral” with the amount of likes, shares, and comments it receives it can be a top news priority and can be shared on traditional media platforms. This emphasizes on how the masses are shifting towards sharing, reading information on social media vehicles and helping it directly to become matters of discussion on public forums.

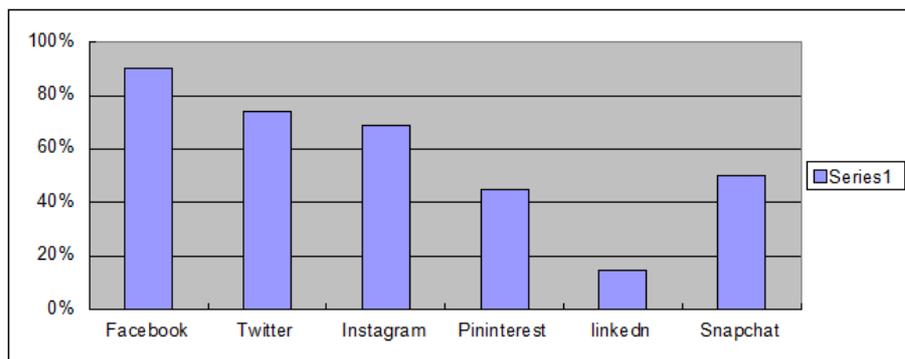
## **RESEARCH METHODOLOGY**

A Descriptive Research Design is used to conduct the study. A Quantitative research approach is chosen with survey as the research method used to carry out the study. Questionnaire is used as the research tool, Due to various time and resources restrictions the sample size of the survey would be 50.As the study is mainly focused

on the youths, the age bracket of 18-25 would be the respondents. The study locale of the sample would be the region of Delhi, NCR and Noida. A total of 10 questions would be asked to the respondents to know their perspective that do they rely on social media for their news information than conventional media platforms.

## RESEARCH FINDINGS

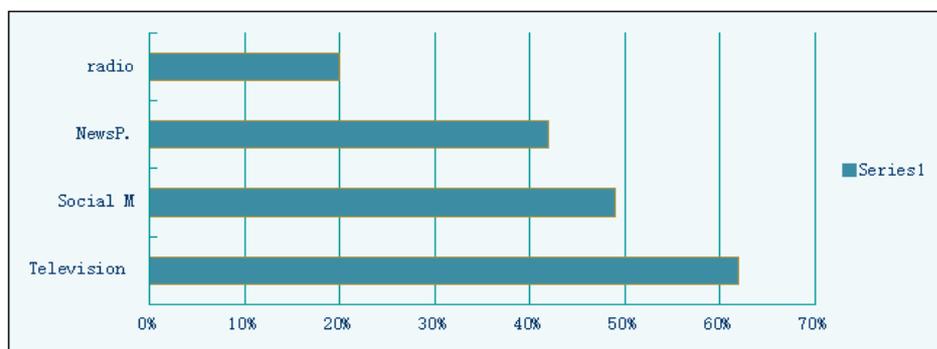
When inquired if the respondent has a social media account or not unsurprisingly the response was overwhelmingly yes with 99.9%. But the fascinating part came when inquired which social media platform they were active on which can be seen on Fig.1 where Facebook emerged as the top social media account the participants were active on which can be corroborated with the statistics given by We Are Social 2015.



Nowadays there is a trend being followed by news and television outlets of having “apps” of their publication available for free installation in their mobile phones for easy access of information for breaking news, events etc by the users. When asked, a majority of them did answer that they were currently in possession of news apps.

As the main point of the research is to inquiry if the youths are relying more on social

media i.e. a (form of new media )in comparison to conventional media platforms such as newspaper, radio and television. When asked social media particularly the feature of “news feed” in accounts of Facebook, Twitter and also “viral messages” to online messaging app Whatsaap came 2<sup>nd</sup>. to access information. Television came 1<sup>st</sup>, while newspaper and radio came respectively 3<sup>rd</sup> and 4<sup>th</sup>. As can be accessed by fig.2 below.

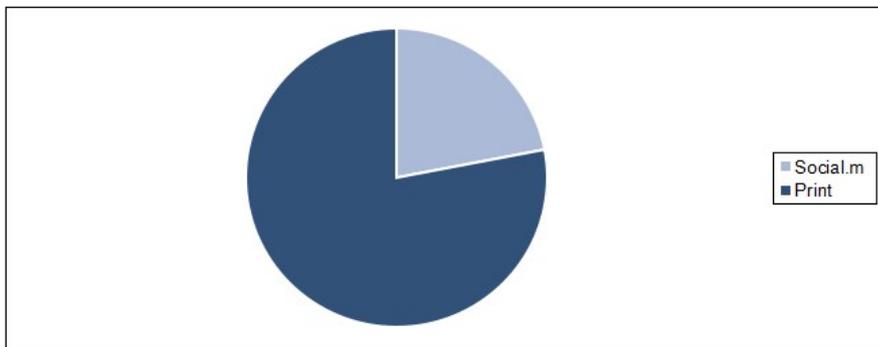


“Viral” is a term that can be seen associated with online media content with the number of likes, shares, comments a particular news content receives, But does it really matter? When asked a mixed response could be gathered as certain respondents felt that yes the amount of likes a content gets matter while another section did not agree to this viewpoint

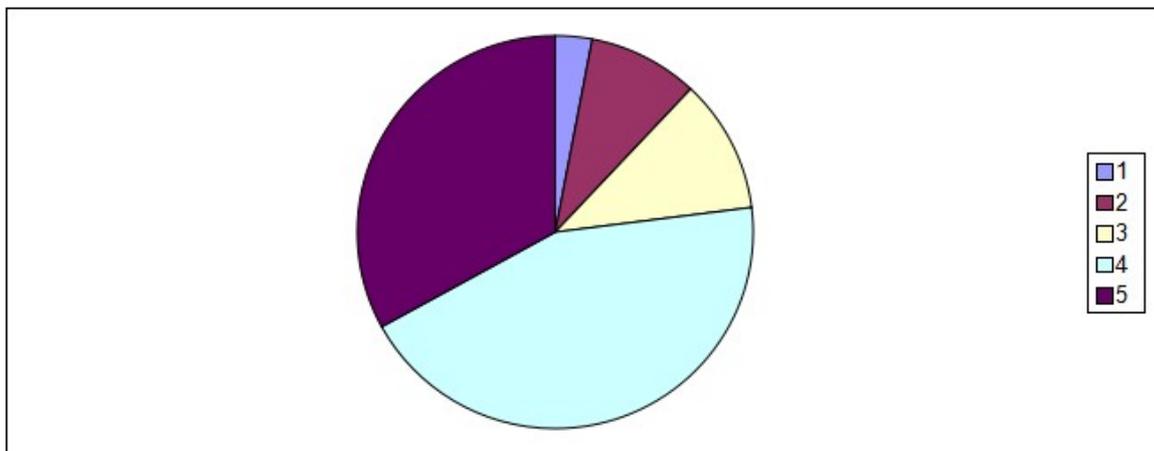
Those who responded ‘yes’ that the reason likes and shares matter is because there is feeling that the matter should be urgently viewed and commented as it is starting a conversation and greater the impact of the news could be felt. While others argued in a jest that as long as the matter is correct and significant it doesn't matter how many likes, shares or comments it receives.

Lastly when inquired to the respondents which channel of media could they live without for roughly a month period, two options were given to them to answer either social or print media. Overwhelmingly the participants responded that they can live

without print media for one month. (see fig no.3)



On a scale 1 to 5 with 1 being the lowest and 5 being the highest, when asked to the respondents through the questionnaire of how would they rate the relevance of social media in their lives the result was as follows (see fig no.4)



These are some of the interesting and main findings found while conducting this research.

## **CONCLUSION & IMPLICATION**

After conducting the research the objectives for which the study was conceived have been achieved. The paper was centered on the research question that has social media led to decline of traditional media among the youth in terms of news consumption? In a nutshell, Yes in some way or the other Social media has been gaining prominence amongst the youths of today in aspect of availing the latest news and information. But, it has not taken over in full throttle as Television precisely news channels hold the top spot with social media at a firm 2<sup>nd</sup>.

While conducting the research for this paper it has been realized that other forms of traditional media such as Newspapers and radio have been declining in popularity mainly amongst the youth while social media is increasingly gaining more and more supporters even though its credibility and accuracy is always in a question mark. But nonetheless it has the power to make people “talk” which can be proved with the example of the occupy Wall Street movement case study cited in the review of literature.

Social Media has the power of the “initial agenda building role” of media. It has the weapon to make people talk, discuss and make a issue of social importance “trending” as traditional media outlets now increasingly looking at social media as a source of information to explore a idea or issue with interestingly methods of uniting the society take the example of hashtag which has now becoming a worldwide known symbol as your hash tagging main issues so that people talk about it. Some of the respondents also mentioned that the reason for the importance of social media is because of how interactive it is where each and every individual can give their viewpoint or perspective on a particular issue.

Traditional media excluding television has somewhat declined in popularity amongst youth but not in terms of circulation and reach. Conventional media will never be done away with in the foreseen future but right now the “trend” is that of Social media.

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