Comparative analysis on Usage of Social Media among print and electronic media Journalists working in the Hyderabad, Telangana State

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Emergence of social media has changed the communication among all the spheres of individual's life. The study examines the use of social media platforms, namely Facebook, YouTube, Twitter, what'sapp, wechat among the print and electronic media journalists working in Hyderabad city. It also finds out the 1% rule of thumb in comparison with the participation of print and electronic media journalists. A survey approach is used to understand why and how people actively seek out specific media to satisfy specific needs. Why do Journalists use media and what do they use them for? Users and Gratification Theory (UGT) discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape. The social media audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification. The study has utilized primary data from journalists of print and electronic through random sampling method.

Key Words : *Social media, 1% rule of thumb, Users and gratification, social interaction, print media and electronic media.*

INTRODUCTION

New developments in the technological world have made the internet an innovative way for individuals and families to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the last decade People use social media sites such as Facebook, Twitter, and Myspace to create and sustain relationships with others (Boyd & Ellison, 2007). These social media sites let those who use them to create personal profiles, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this "information age," social media sites seem to be growing in popularity rapidly, especially among young adults (Pempek, Yermolayeva, & Calvert, 2008). For many connected users in India, access to the Internet is primarily for accessing social media networks. According to a report by the Internet and Mobile Association of India (IAMAI), 66% of the 180 million Internet users in urban India regularly access social media platforms. The most popular activities on social media include maintaining one's own virtual profile on the likes of Facebook and Twitter, posting and sharing an update as well as replying to something a friend has posted. While college students (33%) form the largest demographic of active social media users in India, working women and non-working women register just 7% and 11% respective share in that user base(Live mint, 2016). Many of these young adults use social media networks to communicate with family, friends, and even strangers. Social media sites have created new and non-personal ways for people to interact with others and young adults have taken advantage of this technological trend.

The role of social media as a tool of communication and has created new ways of mobilizing public opinion and encouraging participation in political and civic activities ranging from joining social groups, posting short messages on Twitter, expressing support for social movements (Anitha kaluvoya, 2015)

Here're the major India milestones in web, mobile, and social media usage.

- India now has 462 million active internet users (out of a global total of 3.63 billion)
- Internet usage is growing in India at a rate of 90 percent, while the global average is just 19 percent
- India's web users have 153 million active social media accounts (from a global tally of 2.43 billion)
- India has 1.01 billion mobile connections

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- India has 153 million social media users, of which 130 million are on mobile.

- India's active social media users are up by 23 percent since March 2015, compared to 26 percent global rise.

- Mobile subscriptions in India grew only by 7 percent Arto, a social network site was divided into four overarching categories that cover different features on the site (Malene Charlotte Larsen):

- The personal and branding related features (such as the profile, the picture gallery, the blog, the notice board etc.).

- The social and contact enabling features (such as the guest book, the debate forum, the clubs etc.).

- Entertainment (such as games, videos, jokes etc.).

- Support and practical information (such as rules, safety guidelines and support section) (Larsen, 2005; Larsen, 2007a).

Components of Social Media

Frakes (2010) mention that social media can be said to have three components:

a) Concept (art, information, or meme);

b) Media (physical, electronic, or verbal);

c) Social interface (intimate, direct, community engagement, social viral, electronic broadcast or syndication, or other physical media such as print).

Telangana State The 29th state of the Indian subcontinent and has major metropolitan city i.e. Hyderabad. The state capital is the center for all international, national, and state media houses.

Significance of Study

This field of study is important because sociability is an underlying theme in using forms of social media. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the usage pattern among journalists whose objective is to update the information seekers. Social media has become a convenient tool for the media personnel to get information for news coverage and also updating the news to the viewers or readers. Presently the print medium newspapers have not only gone online, but having exclusive mobile applications which will flash news alerts. It's the same case in television channels, the channels are also having mobile applications which are also providing news not only in video format but also in text. At this juncture it's a challenge for the journalist to be techno savvy and keep on updating the news by linking up information sources through social media.

LITERATURE REVIEW

Megan Sponcil and Priscilla Gitimu in the study on Use of social media by college students: Relationship to communication and self-concept has examined social media use among college students and how it affects communication with others, and college students' self-concept. The findings provide implications for future research on why these social networking sites have gained popularity.

Thomas E. Ruggiero (2000) in the article Uses and Gratifications Theory in the 21st Century has asserted that the emergence of computer-mediated communication has revived the significance of uses and gratifications. He also explained the necessary of inclusion of concepts like interactivity, demassification, hypertextuality, and asynchroneity in Contemporary and future models and researchers should also explore interpersonal and qualitative aspects of mediated communication in a more holistic methodology.

Anitha kaluvoya (2015) in the paper Social Media Use by Political Parties in Telangana and Andhra Pradesh has contended the use of social media by political parties in the newly formed states of Andhra Pradesh and Telangana's general elections, 2014. The study found that the reach and influence of social media at national level is more when compared with regional level. The study concluded Social networking sites have been given lesser importance in both the states.

Malene Charlotte Larsen in the study Online Social networking: from local experience to Global Discourses has explored use of social network sites and different experiences of Danish teenagers in the use of social networking technologies. The author has demonstrated how young people relate not only to a local context, but also a broader societal level when addressing the issues of online behaviour.

Lauren Campbell and et al (2016) in the study Social media use by physicians: a qualitative study of the new frontier of medicine has examined that Participants identified multiple perceived benefits and barriers to social media use by physicians; further, four major themes were identified. First, participants often saw themselves as rugged individualists who set their own rules for social media health communications. Second, participants expressed uncertainty about boundaries or strategies for social media use. Third, participants described using social media much like traditional media, as a one-way communication platform, rather than as an interactive forum. Finally, participants expressed disparate views regarding the time involved in participating in social media; some felt that time spent on social media was unproblematic to fit into their day while others felt that it was an impediment to patient care.

Ioannis Leftheriotis and Michail N. Giannakos (2014) in the study Using social media for work: Losing your time or improving your work has contended that in the case of social media for work, employees make extended use of them no matter their age, also that both utilitarian and hedonic values influence employees to use more social media for their work, at least in the insurance sector. The

study confirms that there is an important relation between the use of social media and the work performance.

Charles O. Omekwu and et al (2014) in the study The Use of Social Networking Sites among the Undergraduate Students of University of Nigeria, Nsukka has examined that mostly all the student were using the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies etc. the study recommended that university Authorities should organize seminars to enlighten students on the not-so good aspects of social networking sites etc.

Sue Burzynski Bullard (2015) in the study of Editors Use Social Media Mostly to Post Story Links has examined that editors use social media, they primarily use it to post links to stories on Facebook and Twitter. Far fewer use social media to interact with audiences by posing questions and responding to comments.

S.M. Al-Jubayer (2013) in the study The Use of Social Networking Sites among Teenagers: A Study of Facebook Use in Dhaka City has identified two distinctive categories of teen engagement with digital media: friendship-driven and interest-driven. While friendship-driven participation centered on "hanging out" with existing friends, interest-driven participation involved accessing online information and communities that may not be present in the local peer group.

Zizi Papacharissi () in the paper Uses and gratifications presents that the strength of the perspective lies in its ability to describe, explain and expect media uses and consequences. The flexibility of the theoretical model proposes progresses from the motives and individual dispositions to patterns use and possible cognitive, attitudinal and behavioral effects.

Shannon Greenwood and et al (2016) in the Social media Update by Pew Research Center has presented the research update of social media usage over the past decade. Also the usage and demographics of media platforms.

ACE Professional Development Grant (2013) conducted 53 surveys to study how reporters use social media about the use of Twitter, Facebook, Pinterest and blogs, allowing us to gain some insight in how general and agricultural reporters use social media. And the study found that younger journalists were more apt to be using social media for news gathering and disseminating, while the older reporters were more likely to use it only when forced to by their employer. there was an exception to this rule. One editor who might be defined as "older" is considered an innovative leader in the use of social media, for both information gathering and story dissemination.

Marcus White (2014) in the study Twitter And Television: A Uses & Gratifications Study Of Twitter Usage And Television Viewing results identified the motivations of relaxation and escape, companionship and social interaction, and entertainment and enjoyment as similar for television and Twitter. The motivations for insight and information and collecting knowledge or learning were not similar for television and Twitter.

Jacques Richard Ludovic Froget and et al (2013) in the study on Uses and Gratification Perspective on Social Media Usage and Online Marketing explores the use of Facebook in Mauritius under the lens of the famous Uses and Gratifications theory. The study also looks into the socio-demographic characteristics of Facebook users in Mauritius and how the differences might effect on its usage. It is discovered that there is a difference in Facebook use between groups of different monthly income level.

RESEARCH METHODOLOGY

The study is exploratory in nature and used survey method with a structured questionnaire to collect the data.

Research Questions

The following questions are explored in the study :

1. To study the social media usage patterns of journalists working in print and electronic mediums in Hyderabad.
2. To understand the social media usage in comparison with Print and Electronic media Journalists

Sample

The sample for this study is categorized into individuals working in Print and Electronic medium in Hyderabad, Telangana State, India. The sample was selected on Random basis. The analysis in this paper utilizes survey-based data collected from over 60 media personnel in total (Print medium-30 and Electronic-30). Considering the literacy of the respondents, the self-administered survey questionnaire was in the English language. The respondents are working in major newspaper dailies and electronic channels in Hyderabad. Most of them are from secretariat beat.

Measures

To measure the variables, a standard questionnaire was used in the literature. Respondents were requested to rate the items on a five-point Likert scale which ranged from Never (1) to Very Often (5), and also very uncomfortable (1) to very comfortable (4). The questionnaire consisted of both open ended and close ended questions to understand the usage pattern of the journalists.

THEORITICAL FRAMEWORK

Users & Gratifications theory was earlier used in the traditional media settings such as newspaper and television. Later with the advancements in technology researchers applied the same theory on new media. A key characterizing feature of new media is interactivity, which enables the users to provide content in response to a

source or communication partner.

According to theorists, human need gratification can be categorized into five groups.

- Cognitive needs - information sharing, acquiring knowledge from the surrounding, exploring and
- curiosity to know. The study reveals that electronic media journalists share more information than print media journalists. the feature of exploring things is more in electronic journalists.
- Affective needs - Pleasure, emotional experiences. In the usage analysis the electronic media journalists are more expressive and share emotional experience through various posts, updating information on the social media. They are most of the time connected to social network sharing their emotions with the friends/ family/ co-workers. Journalists working in both the mediums experience the pleasure of watching information on the social network, chatting, sharing information but electronic media journalists experience more compared to print.
- Personal identity - develops social status, improve self-confidence, need for self-respect. The print and electronic media journalists provide their identity on social network by providing information such as mail id, mobile number, posting photos and views. The electronic media journalists apart from information

share their pictures, videos and also location. And electronic media journalists are very comfortable in sharing such information. They also actively participate in commenting the posts, videos.

- Integration and social Interaction - build family and friends, connect with the outside world. Social media is the major platform to improve social interaction. It also connects the individual with the outside world with bulks of information. The media personnel are majorly attracted towards social media due to its feature of instant access to information, communicating with friends, providing platform to participate in discussion boards and present one's views.
- Escapism - the need to escape from unpleasant activities to pleasant. The integration of media i.e. use of mobile phone with smart features have enabled the user to divert himself from the ambience he/she at. The escapism in this context is the individual is more informative about worldly happenings and incidents and busy in updating the information. Literally escaping from the activities and ambience happening around the individual. The media personnel are busy in social media to know events information and also competing with one another in providing breaking news details to the concerned office as early as

RESULTS AND DISCUSSION
USAGE PATTERN

Sl. No	VARIABLE	PRINT MEDIA	ELECTRONIC MEDIA
1.	Age	Between 25-45 years	Between 25-35 years
2	Possess Mobile phone	100% of print media journalists possess mobile phone	100% of electronic media journalists possess mobile phone
3	Possess Smart Phone	100% of print media journalists possess Smart phone	100% of electronic media journalists possess Smart phone
4	Broadband Connection and wi-fi at home	70% have broadband connection and wi-fi at home	80% have broadband connection and wi-fi at home
5	Use of Social network	100% use social network	100% use social network
6	Check social network updates through mobile data	100% Check social network updates through mobile data	100% Check social network updates through mobile data

Sl. No	VARIABLE	PRINT MEDIA	ELECTRONIC MEDIA
7	Operating system	100% use android operating system	50% use iPhone operating system
8	Source of operating social media	80% use through smart phone amd remaining either by personal computer or laptop	All the respondents use social media through smart phone only
9	Preference in Use of internet on smart phone	50% of them prefer to use internet on smart phone through applications and other half through web browsers.	50% of them prefer to use internet on smart phone through applications and other half through web browsers.
10	Reason to use web browsers rather than applications	Around 40% given a choice that they are more used to web browsers due to experience from the computer, 20% opined that due to space constraint on mobile to download applications. Remaining of them felt different reasons like the site does not have a app, they don't want to install applications for random use.	The reason for choosing web browsers were about 50% opines that they usually search for specific terms so prefer web browsers.
11	Reason to use applications	80% of them felt that its faster, better use, tailored to mobile phone, easier to find, straight on the main screen, easy to operate.	80% of them felt that its faster, better use, tailored to mobile phone, easier to find, straight on the main screen, easy to operate.
12	Mostly used applications	100% go for news apps and also use apps related to social networking, utility apps (convert units, estimate bill payments), productivity apps (manage bank accounts, time organiser)	100% go for news apps and also use apps related to social networking, utility apps (convert units, estimate bill payments), productivity apps (manage bank accounts, time organiser)
13	Applications downloaded in mobile phone	95% of them have 5 to 10 applications	50% have more than 20 applications downloaded on the phone and remaining have 5 to 10 apps downloaded.
14	Source of information about application	80% receive information on the app store or play store on mobile phone	90% receive information on the app store or play store on mobile phone, few from social media sites, articles and adverts.
15	Member of Social Network	All of them are members of what's app and Facebook	All of them are members of what's app and Facebook
16	Duration of using social network sites	60% are using social network sites 2-4 years 30% use from above 4 years, about 10% use from 1-2 years	95% of them use from above 4 years and 5% between 2-4 years
17	Usage Regularity of social network and applications	95% use what's app and Facebook on daily basis.	All the journalists use the social apps what's app, Facebook, google+, YouTube on daily basis.
18	Hours spent on social network	All of the respondents opted for 0-5 hours time spent on social network	65% spend 6-10 hours of time on social network and 35% are always on social network

SL No	VARIABLE	PRINT MEDIA	ELECTRONIC MEDIA
19	Information included on social network	All the respondents mention their email address, mobile number, photos of them, political views on social network	All the respondents mention their email address, mobile number, photos of them, political views on social network
20	Member of groups	members of about 10 groups	Most of them are members of more than 30 groups.
21	Check updates on all groups	95% check the updates on all groups	100% of them check updates on all groups
22	Frequency of checking updates	95% check updates whenever the message arrives, 5% of them check every 10 minutes	100% of them check the messages whenever the message arrives
23	Most chatted on social network	95% of them chat with close friends, co-workers, family and friends often	100% of them chat with often with close friends, co-workers, family and friends
24	Social network is used mostly for	Social network mostly used to know local events information and also to keep in touch with friends	All the respondents opined that social network is used mostly for local events information
25	Privacy of information submitted on social network	Information related to professional and work related is considered somewhat privacy to post on social network by 95 % of the respondents	100% of the respondents have felt privacy issues in posting professional and work related information, photos, gossip between friends
26	Apart from photos and videos, content uploaded on social network	Most of the respondents posted occasionally on what's app or Facebook	All the respondents post the content daily on what's app or Facebook
27	Level of comfort felt in posting on social network	100% felt somewhat comfortable in posting pictures and videos of their own and 75% feel very uncomfortable in sharing pictures and videos of others, commenting on own profile& wall paper, commenting on others wall/profile, commenting on posted pictures or videos, tagging photo, and posting their current location	60% felt very comfortable and somewhat comfortable in posting pictures and videos of their own, sharing pictures and videos of others, commenting on own profile& wall paper, commenting on others wall/profile, commenting on posted pictures or videos, tagging photo, and posting their current location
28	Importance of social media communication	All the respondents felt instant messaging, getting news, updates, exchange files, keeping in touch, being part of online communities are quite important. And sharing interests on social media is felt not important by 50% of the respondents	sharing interests, instant messaging, getting news, updates, exchange files, keeping in touch, being part of online communities are very important the respondents working in electronic media
29	Activity on social media	Most of the respondents never comment on others profiles, photos, and videos, 'like' pages and seldom (1-5 times per week) visit pages that they 'like', post photos or videos, view other's or videos, participate in a discussion board, react to a comment/view of posts, sometimes (6-10 times per week) update status, display picture. often (11-15 times per week) send text to a friend	Most of the respondents often (11-15 times per week) visit pages that they 'like', post photos or videos, view other's or videos, participate in a discussion board, react to a comment/view of posts, update status, display picture, send text to a friend and sometimes (6-10 times per week) comment on others profiles, photos, and videos, 'like' pages. seldom (1-5 times per week) play games.

Sl. No	VARIABLE	PRINT MEDIA	ELECTRONIC MEDIA
30	Attraction to use social media	Most of them opined that instant access to information, communicating with friends, videos	Instant access to information, applications, communicating with friends, videos, sharing and posting links.
31	Other usage pattern	About 50% do not display their own picture on social media display column. Use social media to communicate news updates to your desk, information of news events, improved the speed of breaking news, creates sensation of news compared to other mediums. During work the respondent's don't monitor social network, and don't file story/news item through social media.	All the respondents upload their own photo in the display picture, use social media to communicate news updates to your desk, information of news events, improved the speed of breaking news, create sensation of news compared to other mediums. During work the respondent's don't monitor social network, and don't file story/news item through social media.

CONCLUSION

The study brings out an understanding that usage of social media is extensive in journalists working in electronic media compared to print medium. All the respondents working in both print and electronic medium think that social media does not give authentic information. Some respondents have disliking features in social media like containing embarrassing pictures and material, an excess of information, false information, gossips and unnecessary greetings, applications clutter, the unwanted appearance of porno content, unnecessary links and advertisement material, duplicate WhatsApp posts. The respondents like the feature of LIVE on social media and suggested to have an application which can magnify the farthest objects. The electronic medium journalists spend more hours on social media, frequently upload information, comment, react. In Internet culture, the 1% rule is rules of thumb pertaining to participation in an internet community, stating that only 1% of the users of a website actively create new content, while other 99% of the participants only lurk. Accordingly, electronic media journalists are active participants in using social media compared to journalists working in print media.

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