



A comparative study on impact of social media on youth in Patna

• Yumna Ahmad • Komal Keshri • Navleen Kaur
• Minati Chaklanavis

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Corresponding Author : Minati Chaklanavis

Abstract: *This research study examines the impact of the social media on the news-reading habits of youth by testing correlations between the social media and the traditional media such as newspapers, television and radio. Moreover, the research examines the influence of the news posts of the social media on the contents of traditional news medium.*

The study explores how the popularity of the social media and other user generated content venues have impacted the way in

which news is consumed and distributed. It examined the way in which individuals use the social media to share and consume news stories and whether they feel more informed as a result of it. The study is conducted through a survey.

Keywords: *Social media; Correlations; Social networking; Twitter; Facebook; Instagram.*

Yumna Ahmad

BMC – III year, Session – 2015-2018,
Patna Women's College, Patna University,
Patna, Bihar, India

Komal Keshri

BMC – III year, Session – 2015-2018,
Patna Women's College, Patna University,
Patna, Bihar, India

Navleen Kaur

BMC – III year, Session – 2015-2018,
Patna Women's College, Patna University,
Patna, Bihar, India

Minati Chaklanavis

Head, Deptt. of Mass Communication,
Patna Women's College, Bailey Road,
Patna-800001, Bihar, India.
E-mail: minati.25@gmail.com

Introduction:

“Good journalism is a fundamental aspect of democracy” – Larry Slonaker

Technology is constantly changing and becoming more advanced on a daily basis. Along with that comes eagerness of the youth to join the social media. The social media consists of several different websites and web applications. The most common are Twitter, WhatsApp, Facebook, LinkedIn, Pinterest, Google Plus, Skype, Instagram, Snapchat and so on. These are just a few of the most popular applications. Over the past year the world has seen major news stories covered in real time using social media (www.pewresearch.com). Whether it's the Olympics, a revolution, or a natural disaster, the social media brings us the news faster than ever before and helps connect us directly with primary sources through first-hand posts, photos, and videos. The social media is also constantly mutating and evolving; just when you think you have mastered it, a

new combination emerges and subsequently changes everything.

The 'Social media' is an extraordinarily difficult term to pin down. Sometimes it refers to an activity (a journalist blogged); sometimes to a software tool (Blogger); sometimes to a platform (you can blog on Facebook). The popularity and time spent with social networking sites is changing the way people spend their time online and the way in which they share and interact in their daily lives. This is creating new challenges for the media and advertising industries. Mass inclination towards social media has given rise to competition among traditional publishers for consumer attention and at the same time they are opening up new ways of engaging and connecting with audience. As per our study we have discovered three underlying reasons why mainstream media organizations are taking social tools and networks in an increasingly serious way.

Better discussion of stories: Gathering feedback for traditional news organizations is a lengthy process and so is the implementation. Due to this the relevance of the given information gradually fades. Abundance of information makes it difficult for the consumers to stick to one message.

Making better relationships: Engaged users tend to be more loyal to the social media than the traditional media. Users spend more time in browsing social media eventually making them more valuable at times than the traditional media.

Getting new users in: With users spending more and more time with social networks, these have become the obvious place to look for the 'hard to reach' or reconnect with former loyalists.

As the value of the social media is increasing, users of the traditional media are moving towards the social media. Even, the number of the social media sites is increasing, however, different sites cater to the needs of different users. The evolution of the social media is not yet complete. There are chances that once the social media is completely yet evolved, the traditional media may become obsolete. Contradicting this statement, it was found that although it's a nice way for people to curate their favourite news sources and see a neat little timeline of stories from social media outlets, we still need traditional news outlets to serve as the authoritative sources for people who wish to dive deeper into the issues.

As the traditional and the social media vie with each other for the leadership role in commanding consumer attention, it's worthwhile to highlight some of the undeniable benefits of social media. Here are a few that quickly come to mind (www.lyfemarketing.com).

Cost: There are almost no barriers to entry in creating or distributing the social media content except one's own time and production costs, it's almost free.

Intimacy: The traditional media necessitates broadcasting to thousands or millions of people at once, robbing it, of the specificity and dialogue that can be achieved through the social media.

Targeting: A key advantage of the social media is that it can be far more specific in terms of isolating exactly who that brand or product wants to talk to.

Nimbleness: The social media is much more agile in terms of the external environment change as compare to the traditional media. It takes very less time to respond to the external environment changes and impacts the consumer's buying and sourcing behaviour instantly. On the other hand, the traditional media takes more time to adapt.

Measurement: The traditional media has to rely on long-term measurement tools to gauge the effectiveness of messaging. With the social media that measurement can be almost instantaneous as the customers respond to each other's message's across networks, platforms and applications. When that response is negative, there is a chance to course-correct the message quickly, minimizing the damage.

Newness: Consumer's preoccupation with whatever is new is hardly unique to the social media. Yet as a function of its ability to constantly evolve in response to consumer demands, the social media retains the sheen of "new" re-engaging consumer attention. With the traditional media, content can change but the format of distribution changes little and slowly.

Exponential: As difficult as it is for a news to thread the viral needle, the potential for rapid growth of the social media is almost unlimited and repeatable at a low cost.

Proximity: The barriers of time and distance have virtually disappeared among the consumers around the globe. The social media has created a globally connected community like never before. That opens up enormous potential for success or failure, depending on how well the message is transmitted (www.hausanmarketingnetwork.com).

Rationale of the Study:

This topic was chosen to study the influence of the social media on youth as well as on the mainstream media. We are living in an age of journalism never experienced before. Fast Internet access and making use of smart mobile devices allow us to become a real time broadcasters. It also allows us to communicate, interact and collaborate on a mass scale via social media channels. The ever-increasing amount of information flowing through the social media is challenging traditional media networks to compete for attention. The survey on news and information propagation reveals that the social media is more commonly chosen by the young audience for news updates as compared to the traditional ones. The youth now is trying to identify ways in which social media applications such as Facebook, Twitter, YouTube, WhatsApp, Wikipedia and many more can be used profitably. Despite this, there seems to be a very limited understanding of what the term 'social media' actually means. This research intends to provide some clarification on why the social media exists. It explains how it can provide a better mode of communication with proper convenience to the receiver, which the mainstream media lacks.

Be it some big political news, or a reported crime, there's always a transformation of Facebook and Twitter focused mainly on personal information to platforms focused mainly on public news. It is extensively used in such situations to break news and receive comments. Most of the people, especially the youth, use the social media extensively to connect directly with the mass, bypassing the professional media. The major difference between the mass media and the social media is that the mass media puts the audience in a passive position. The social media puts the audience at the centre. People are, both audience and the content creator on social platform, this is how it provides a unique opportunity of social collaboration and social interaction.

All the groups are using news releases and the social media but it would be wrong to say that social media tools are replacing the transmission of news releases by traditional ones. Identifying the tools and strategy used by the social media and the potential influence of those tools on communication theory, can make it easier for traditional sources of media to rank equally with the "new media".

Be it the social media or the traditional media, media sectors have been used to influence public

opinion and shape the existing opinion. Its power to influence the public behaviour can be used in ethical ways. Moreover, using newer strategies as of the social media by the traditional media organization can make their job easier. Media organization can work well if released data is received, understood, accepted and applied by its readers. The main consideration is audience reach and credibility, to measure the impact of media content.

Objectives:

The research study aims to achieve the following objectives:

- **To analyze the preference of youth between the traditional and the social media.**

The traditional media has a history, whereas the social media networks have gained attention among the masses recently. The news organizations are crowd-sourcing comments, pictures, videos insight and ideas. This supplements and compliments their own news gathering sources and enriches their output. Whereas the social media network provides a wide platform for the masses to come up with their views and opinions.

- **To change the way of communication.**

The social Media enables one to create stories as well as their own network of communities and people around a topic of interest. The end goal is that news should translate to dialogue and then to action. With the rise of these social media networks, the way of communication shifted from face-to-face communication to communicating through Whats App, Facebook, Messenger, etc. Now people prefer more to connect and contact through these social sites.

- **To study real time news and information discovery.**

The social media is a great place to learn about the news because it's easy for journalists to get bottom-line information to the audience quickly. The information disseminated through these sites is fast. The news reaches the masses within seconds and moreover, any news can be fetched anytime as per the readers or audience's convenience.

- **To study professional networking.**

The social media network has also provided a platform for the masses as well as the media organization to establish their business and reach out to people in a more fast and convenient way.

Hypothesis:

The hypothesis of the study concerns the basic assumptions or beliefs upon which the entire study is based which would be verified by the study. The hypotheses of our research are as follows:

- **The social media is taking over the inclination of the youth from traditional media.**

Recognition of importance of the social media content and its efficiency in stimulating interactions, allowing discussion, posting news, asking questions and sharing links, drives young users to choose it over traditional media sources; like, newspapers, TVs, magazines and so on. They find the social media much more advanced and appealing as a source of news distribution.

- **Social networks have tended to work against traditional publishers and broadcasters.**

Social networks like Facebook, YouTube, etc., are becoming portals of the 21st century; a key starting point for web journeys and a place where audience are spending more and more time disaggregating content and allowing search engines and web portals to take a significant slice of the available subscribers (eprints.utas.edu.au).

- **Young people find the social media useful.**

The majority of young audience of all classes, rich or poor, urban or rural, gets its news primarily from the social media because they can follow news recommended by people on their social networks. To make sure that stories get the viewership they deserve, they have to reach readers who spend much of their time on the social media these days.

Scope of the Study :

The study is exploratory in nature and seeks to compare the various aspects of the social media and the traditional media. Further it is aimed at finding out the influence of the social media on youth and why the youth today prefer the social media over the traditional media.

The study was conducted in the city. The places covered for the study were various colleges across

Patna and also print and electronic media organizations. Primary data was collected from 50 college students and 10 traditional media professionals who returned valid and complete responses.

Limitations:

The study was conducted only to the selected indicators which were significant to the topic. The group size chosen is small and might not represent the majority of the youth. There is a large population of young social media users in Bihar but the study was limited only to the young users of the capital.

Since the questionnaire was designed to measure students' choice for the social or the traditional media for communicating it might not provide enough evidence of the students' actual interest. The journalists/media persons who were associated with this study needed to know before they provided the information, that their information is accessed. In this regard all the respondents were assured of high confidentiality as guarantee for accepting to participate in the study. The time, within which the project was to be completed was limited.

Theme of the Study:

"The power of social media is that it forces necessary change" – Eric Qualman, Common Courtesy.

The social media seems to play an important role in everyone's lives as it is used by a number of people around the globe. It is a boon for people since it has made life and connectivity much easier by quick sharing of almost every data and information that a person needs to know. Be it sharing photos, videos, posts or messages via Whats App, Facebook and so on. Quick and easy dissemination of messages have become possible through the social media. We are now just a click away from voicing our opinions and thoughts. It was not possible in the absence of social media platforms (www.thinkchrysalis.com).

Coming to the traditional media, the word itself says that it has been practiced from generation to generation, but for communication to occur smoothly we need to reformulate the tradition and bring about the required changes in it. It's not that the traditional media has no value, in fact, soon after independence it is the traditional media which imparted knowledge and information about the country and encouraged development schemes. Press has played a great role in revolutionizing the fate of the country and even today it is

equally honoured. But it is very necessary to be in line with the technical changes and advancement to exist in this rapidly growing digitalization era.

The social media is an open network which allows involvement of anyone and everyone. This can be taken as both positive and negative aspects. The traditional media, however, is all about passive involvement. Unlike the social media the response and feedback doesn't turn up instantly. This is one major drawback of it. The social media involves scope of interaction to give suggestions, exchange ideas and derive inferences. Hence, a face-off between the elements of the social media and that of the traditional can bring out several required changes that can be made in both for their individual progression (www.mushroomnetworks.com).

Dissemination of messages is not that easy via the traditional media as there is one way communication, whereas the social media allows simultaneous discussion and alternations. Also, the production cost in the social media makes it a better and a popular choice. The traditional media, requires substantial investment for putting up ads or sponsorships.

Methodology:

Area of study: Surveys from college students and media organizations in Patna.

The survey study includes data collected from 50 college-going youth and 10 working professionals of private and public sector from traditional media organizations. Data were collected using the 'personal contact' approach. Questionnaires were distributed to a sample of 60 respondents through email in Patna, out of which 50 valid and completely filled questionnaires were received. Face-to-face interviews were also conducted with professionals which were analysed for the purpose of the research study.

The questionnaire consisted of 10 close-ended questions to meet the objectives of the study. It also included questions related to the social media usage, its advantages, influence, benefits, authenticity, key elements, etc.

Data collection:

(a) Primary sources: The methodology followed by a questionnaire – based on survey among the youth of Patna. The questionnaire for the survey consisted of 16 close-knit questions on various aspects of the study. The questionnaire was given to 60 people that included college students and media professionals. The questionnaire also included profile details, age group, name of the college/organization, etc.

(b) Secondary sources: Reviews and data were collected from various sources like the internet, pdf, from MushroomNetworks and Hausan marketing network. The model used for study was conceptual method.

Methods of data collection:

Survey: The survey followed by a questionnaire – based on survey among the youth and members of traditional media organization's. The questionnaire for the survey consisted of 16 close-knit questions on various aspects of the study. The questionnaire was given to 60 people and data was collected from 60 people including both youth and media professionals.

Data Analysis Interpretation:

The questionnaire consisted of 10 close ended questions to meet the objectives of the study. The questions in the questionnaire included the use of the social media among young persons, compared to the traditional media.

The graphical representation of each of the items is given below:

Data Analysis for Students

1. Most popularly used social media application.

WHATS APP	56%
FACEBOOK	32%
INSTAGRAM	56%
TWITTER	6%
YOUTUBE	28%
ALL OF THE ABOVE	14%

WhatsApp and Instagram are most popularly used social media applications among the youth.

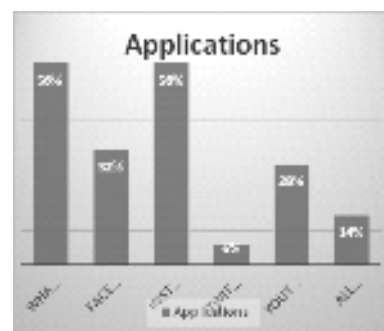


Diagram 1. Most popular social media applications

The social media apps that the young audience commonly prefers using during free time are Whats App and Instagram.

2. Use of the social media in terms of hours per day.

1-3 hrs	52%
4-6 hrs	36%
7-10 hrs	6%
10+ hrs	6%
TOTAL	100%

Most of the young users spend 1-3 hrs on the social media.

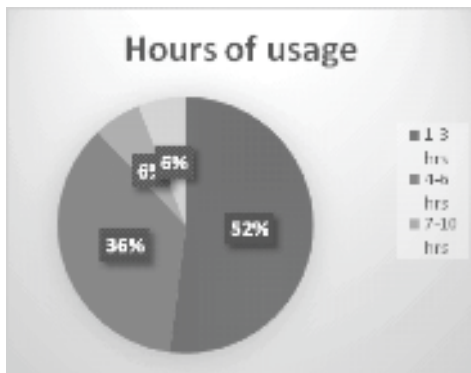


Diagram 2. Time spent on the social media

More than half of the audience spends 1-3 hours using the social media.

3. The instant source of news or current happenings.

Newspapers	22%
Television/Radio	26%
Social Media	90%
Other	8%

The youth acquires any news updates instantly first from the social media, then television or radio, and later from newspapers.

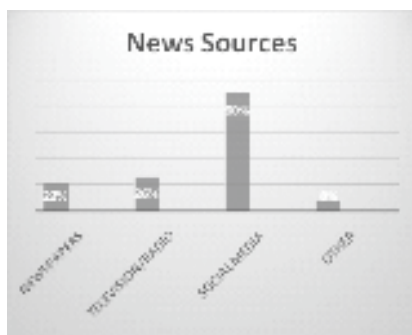


Diagram 3. Instant news source of the youth

Social media applications are instant sources of news and current updates for the young audience.

4. Reasons for using media to be updated.

No time limit	24.5%
Free of cost	12.2%
Portable	34.7%
All of the above	51%

For most of the youth, all the given options make the social media preferable to go for.

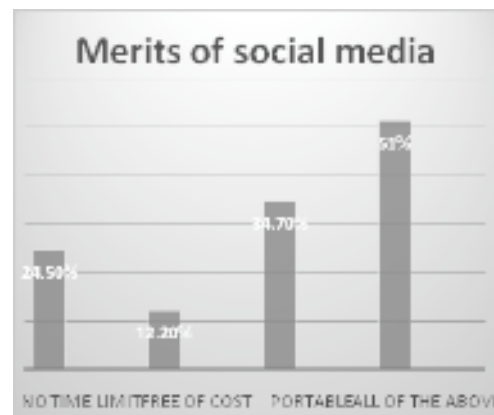


Diagram 4. Reasons for using the social media to be updated

No time limitation, cost-efficiency and portability make the social media preferable for the youth.

5. The extent of benefits of the social media.

YES	90%
NO	10%
TOTAL	100%

90% of the people found the social media beneficial.

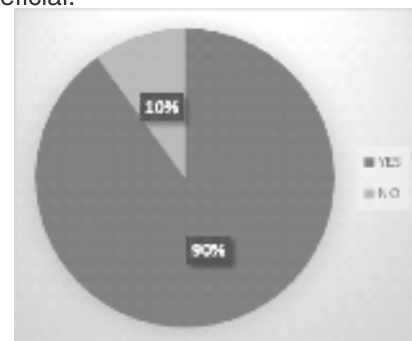


Diagram 5. Extent of benefits of the social media

Most of the people find the social media a beneficial tool.

6. Sharing of news-related posts via the social media.

1-3 posts per week	56%
4-6 posts per week	10%
More than 7 posts per week	4%
Never	30%
TOTAL	100%

People usually share only 1-3 news related posts via the social media.

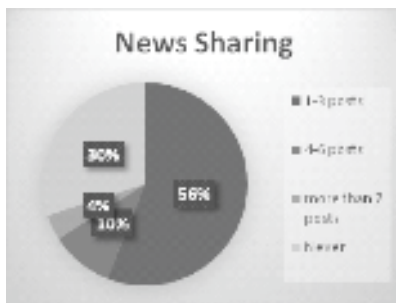


Diagram 6. Sharing of news-related posts via the social media

The young users generally share 1-3 posts related to news through the social media.

7. Opinion about the authenticity of the social media.

YES	28%
NO	4%
MAYBE	68%
TOTAL	100%

Most of the people from the surveyed audience are uncertain about the authenticity of the social media.

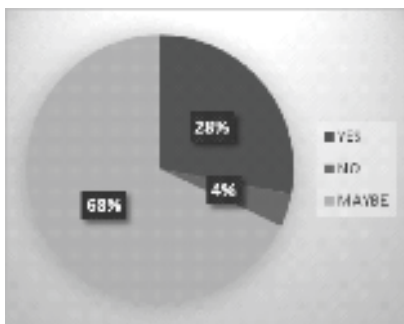


Diagram 7. Opinion regarding the social media authenticity

The youth appeared to be doubtful about the authenticity of the social media.

8. Cross-checking of information acquired from the social media.

YES	60%
NO	22%
MAYBE	18%
TOTAL	100%

The information acquired from the social media is cross-checked most of the time.

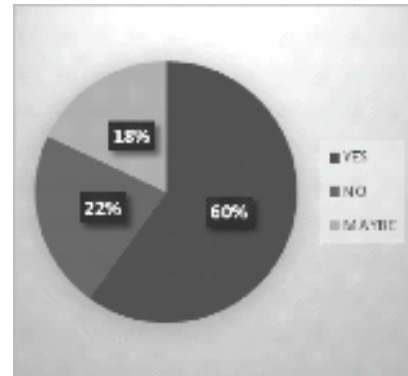


Diagram 8. Cross-checking of information acquired from the social media.

Most of the time, the information gathered from the social media contents are cross-checked.

9. Level of trust on different media tools.

Television	32.7%
Newspaper	46.9%
Social Media	6.1%
All of the above	14.3%
TOTAL	100%

Most of the youth totally rely upon the information given in newspapers.

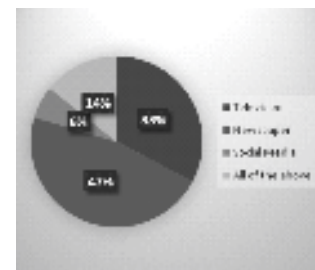


Diagram 9. Level of trust on various media

Newspapers are the most trusted source of information among the youth.

Data Analysis for Professionals

10. Emerging the social media as a challenge.

YES	44.4%
NO	55.6%
MAYBE	0
TOTAL	100%

Most of the traditional media professionals do not consider the emergence of the social media as a challenge to their organization.

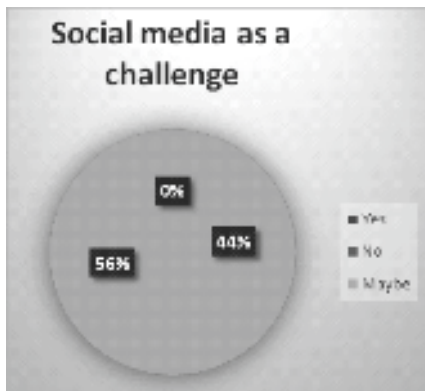


Diagram 10. Traditional media challenged by the social media

People working in traditional media houses don't think that emerging social media is a challenge for them.

11. Changes brought about in traditional media houses.

Layouts	0
Supplements	0
Contents	77.8%
None of the above	22.2%
TOTAL	100%

Changes only in terms of content have been made in traditional media sectors.

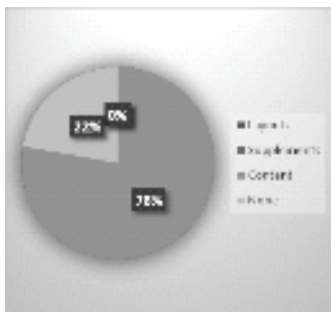


Diagram 11. Changes made in the traditional media

The only change the traditional media came up with is change in content.

12. Web-pages of different traditional media houses.

YES	88.9%
NO	11.1%
TOTAL	100%

89% of the traditional media organizations have their websites.

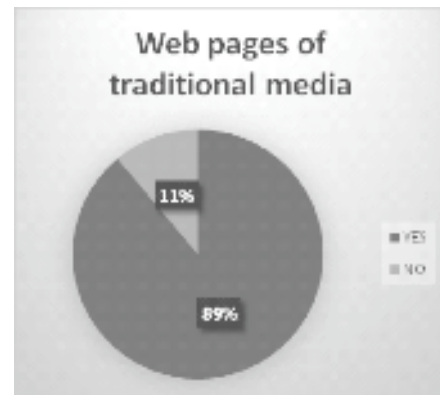


Diagram 12. Web pages of different traditional media houses

Most of the traditional media organizations own websites.

13. Percentage of subscribers.

Newspapers/Channels	12.5%
Websites	62.5%
Equal	25%
TOTAL	100%

The traditional media organizations have more subscribers on their websites than in newspapers or channels.



Diagram 13. Percentage of subscribers

There are more subscribers on web pages of the traditional media.

14. Social media: a facilitator or competitor.

Facilitator	77.8%
Competitor	22.2%
TOTAL	100%

Many media professionals think that the social media is a facilitator for them.

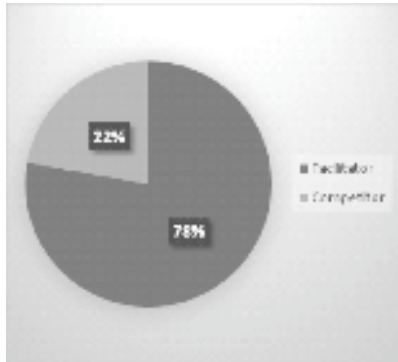


Diagram 14. Social media: a facilitator or competitor

The social media acts as a facilitator for most of the traditional media houses.

15. The social media eroding traditional media subscribers/audience.

YES	0
NO	66.7%
MAYBE	33.3%
TOTAL	100%

The social media erodes the subscribers of traditional media.

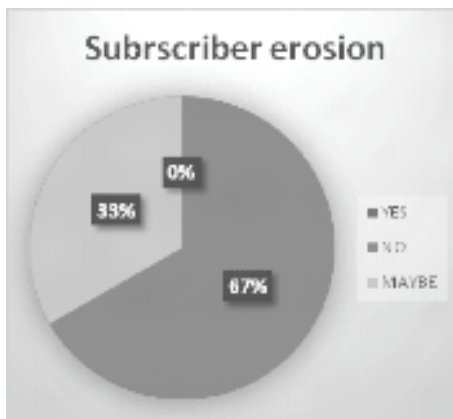


Diagram 15. The social media eroding away traditional media subscribers/audience

Traditional media audiences are not driven away/eroded by social media platforms.

Findings:

According to the survey, youngsters are specifying "social media" as its main source of news. Rather than reading/listening/watching news on newspapers, radio and television, they spend their leisure time reading and sharing on the social media. In terms of news dissemination, they are not much involved in sharing news article via the social media.

Despite the drawbacks of the social media as a source of news, its impact is overall an improvement for the industry. Though the youth lay their trust upon the contents of the traditional media, due to the efficiency provided by the social media, they gather most of the information from there. They doubt the authenticity of online contents of the social media.

Moreover, in traditional media organizations, the emerging social media is not a challenge. Through the time there has been change in terms of content in the traditional media. To cope with the scenario almost every traditional media house has its web page with more subscribers than the offline media.

Recommendation:

To make sure that stories get the visibility they deserve, they have to reach readers who spend much of their time on the social media these days. News organizations can use the social media to grow their audience, integrate it with their online presence or use it get to stories first.

The mainstream media are exploring the use of the social media to drive traffic. Objectivity has to be an idea important for news transfer and delivering journalism that people can trust. If an organization can respond to activities happening in their industry in social media channels, they may be able to get a competitive edge and increase coverage, leadership position, and exposure on any issue ensuring that the news is timely and of utmost importance.

Conclusion:

The youth finds the social media useful because they can follow news recommended by people in their social networks. The crisis of journalism is being felt all over, but it's most acutely being felt at the local level. The social media is a great place to learn about the news because it's so easy for journalists to get bottom-line information to the audience quickly. Social networks are

becoming the portals of the 21st century: a key starting point for web journeys and a place where audiences are spending more and more time. The main consideration is audience reach and credibility to measure the impact of media content. Low quality content can create a negative image, and scare away potential customers.

Our traditional methods support our digital marketing efforts and viceversa. Rather than taking an all or nothing approach, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform in a better way.

The tactics of the traditional media in the social media are doomed to fail. One can easily reach target audience through the social media instantly. For example, a radio ad might play in one location: region. It is important to have a process-driven approach and analyze the social media performance from time to time and think of ways how these methods can be applied to traditional medium. News today still has to be accurate and fair, but it is as important for the readers, listeners and viewers to see how the news is produced, where the information comes from, and how it works.

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