International perspective of Twitter as a source of information in newsroom and mainstream media in Pakistan. An Analytical Study

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ABSTRACT:

Mainstream media in Pakistan is entering the new phase of journalism by the proliferation of social media in society. Twitter is considered as the source of news in the newsroom of traditional media houses. For the study, all mainstream media houses were surveyed all over Pakistan. The data is collected from six different traditional news media organizations in Pakistan including print and broadcast news media. The study analyzes the usage of Twitter for news production and information gathering over 200 journalists in Pakistan. The study is quantitative and SPSS is used for data analysis. Journalists are likely to use Twitter for news sources and information gathering. This study concluded that journalists are not fully relying on the obtained information from Twitter. They are more likely to doubtful on the objectivity of tweets; they double-check the source by the traditional means.

Keywords: Twitter, Source and Information, International opinion, Objectivity, Pakistan's mainstream media, Instant updates.

INTRODUCTION:

Social networking sites are becoming popular among people for news consumption. The increase of social networking sites is intended to update and inform the issues timely. People of North America are more likely to use Social Networking Sites (SNS) for news

consumption. Their views are about SNS that they keep information without any time hesitation (Hermida, Fred , Korell, & Logan, 2012).

Little & McGivern explains in the introduction to sociology the importance of technology for the media. He articulated that media is a notion in society that is always in the adaption of new upgraded technology. Contemporary media disseminates news and information fastest as compare with the method of twenty years ago (Little & Sally, 2014).

In this aspect, a survey-based study by the PEW research center explores that social networking sites like Twitter are more likely to use for popular opinion, news consumption, and generate content. Approximately two-thirds of Americans are using social networking sites for the reason of news diet, particularly (Shearer & Gottfried , 2017).

Dwyer expressed in the Convergence of Media that the aggregation of new media is the alternative and ultimate choice of information and updates platform. The availability and accessibility of overwhelmed information rebut the opportunity for the news consumers. Nevertheless, traditional media industry are in a phase of divergence by social media to access people's choice and demand (Dwyer, Online News and Diversity , 2010).

Users have independently exchanged information and generate content through social networking sites, more specifically on Twitter. The prompt response encourages the information consumer for more scrutiny in issue (Bakshy, Rosenn, Marlow, & Adamic, 2012). Although the flow of information on a single affair is a challenge for users to safe from the fake and hoax information. But in journalism, the traditional norm and practice to select the information is practicing on social media by journalists (Lee, Lindsey, & Kim, 2017).

Social media like Twitter has changed the dynamics of the journalism industry for news production and distribution (Lerman & Ghosh, 2010). Twitter is salient by its feature and popularity. Trending topics, hashtag online campaign influenced society to speak up and virtual resistance for rights and justice. Twitter carrying multiple information and updates in seconds. However, the source of the information is significant to consider (Bennett, Breaking News: How Twitter has addressed the Weakness of Blogs Information Overload, 2013).

Several international media houses are preferred information loaded on Twitter. Though, it's a challenge and opportunity for the traditional media industry to use Twitter to

withhold the norms and ethics of news collection in journalism (Bennett, Online Media Coverage, 2013).

Twitter is emerging as the news source in the new era of the journalism industry. To evaluate Twitter's role in the newsroom in mainstream media in Pakistan. A study aims to analyze Twitter usage as a source of news for information gathering to produce the news for mainstream print and TV channels media industry.

USE OF TWITTER AS NEWS AND INFORMATION IN GLOBAL PERSPECTIVE:

Twitter promotes connectivity among people across the world. A study demonstrates in 19th International Conference on World Wide Web on Twitter efficacy for information sharing. The study analyzed trending topics and their influence among users. Although 41.7 million user-profiles and 4262 trending topics have been obtained. It has been found that trending topics are most likely current issues and current happening that reported on the spot (Kwak, Lee, Park, & Moon, 2010). Pew research center develops a view of Americans in news consumption ways. They explored that more than half of the Americans over 54 percent are likely to use the online platform to consume news rather than conventional media (Nearly as many Americans prefer to get their local news online as prefer the TV set, 2019). Valerie Belair-Gagnon discussed global broadcast media embracing of social media on crises reporting. Journalists based in BBC started practicing new technology for reporting crucial events worldwide. BBC journalists prominently changed and transformed conventional methods of reporting in the adaptation of social media. There are several stories likewise London Bombing 2005, Tunisian revolution 2011, Mumbai attack 2008, OBL operation 2011 has been reported through Twitter (Belair-Gagnon, 2015).

LITERATURE REVIEW:

Twitter is the merging phenomenon in mainstream media worldwide. International media or big media houses are adopted social networking sites particularly twitter for information and updates. In the area of mass communication pedagogy, there are several scientific research work on social networking sites and news production and dissemination. We have cited relatable scholarly work for a study on Twitter in the newsroom for information and updates.

A study examined the Arab mainstream media particularly UAE after the advent of social media. In 2013, a study was conducted on Inside Newsroom: Social Media & News

Production in the UAE by Sabir Haque. He analyzed the criteria of news production inside the newsroom of three prominent newspapers. The respondents from The Gulf News, The Khaleej Times, and The National and online publication 24/7 agreed on the social media revolutionary age in UAE. It is explored that journalists are more likely to respond over Twitter to their readers in the post news production phase. Social media is helpful to timeliness stories, proximity, and interactive tool of communication. However, the traditional environment inside the newsroom for newsgathering and production is quite challenging for contemporary journalists. But on the other side, organizations preferred journalists to have a huge number of Twitter followers for publicity and popularity. (Biju & Haque, 2013).

A study is suggested in 2014 by Moon and Hadley on the position of Twitter in mainstream media in the US. The study unfolded the fact that traditional media are now using Twitter as a prime source in the newsroom. However, there are other several sources to cite by professional journalists but by increasing impact of Twitter and synchronized updates influenced traditional media. It is seemingly traditional media like newspaper and TV station uses Twitter for information and updates. Further, a study explored that twitter is using for more serious and top issues for instance political, economic, and disasters. (Moon & Hadley, 2014).

Moreover, traditional media is not only in constant use of information gathering and getting updates from Twitter. They are more involved in one-way communication to disseminate the produced news through the hyperlink attached with the tweet.

A study was conducted by kris Boyle and Carol Zuegner in 2012 on the newsroom adaption of Twitter. It examined the seventy newspapers US-based. A study observed that the more tweet about the current issue and events with updates, the more link with the users. Traditional media organizations on Twitter are the purpose for their news agenda to spread among users and hyperlink with the news organization website to be in the network and connect with their audience or readers. Professional journalists believe that this practice helps to main the readership of their newspaper either through a website. (Boyle & Zuegner, 2012)

In 2011 a study unfolded on how mainstream media outlets use Twitter by Pew Research Center. It revealed that media organization hyperlink with the generated story of the website. Nearly 93 percent of the media houses are in the practice of news distribution on Twitter. According to the data findings Washington Post is on top while Fox News is holding a huge number of followers. A study suggested that media outlets are more likely to involve in news dissemination and distribution however they do not seem to have an

interactive way to communicate with their followers on Twitter. (Holcomb, Gross, & Mitchell, Media and News, 2011).

Furthermore, a study on the twitter information credibility and objectivity presents by Westerman D, R. Spence P and Van Der Heide B in 2014. The study, Social Media as Information Source: Recency of Updates and Credibility of Information suggested that social media literacy assists the user to identify fake information. However, it is not commonly applied to every user but frequent use of Twitter enhances the knowledge and understanding of information on it. Besides the persistent use of Twitter, timely and proximately updates are also the indicator for the authentic information. (Westerman, R. Spence, & Van Der Heide, 2014).

There are few factors as discussed in the study presented at the 20th International conference. Castillo, Mendoza, & Poblete explored Information Credibility on Twitter about that on-time updates, hyperlink with authentic URL likewise traditional media website link, tweet source and number of responses for instance retweets and replies. These factors build the objectivity as well as the authenticity of the information in the tweet. (Castillo, Mendoza, & Poblete, Information Credibility on Twitter, 2011).

In Pakistan 2016, there was a slightly different style to use Twitter. A study– conducted by Khan, Rehan revealed that 69 percent of the Twitter profiles are unverified. Usually of the use of Twitter for the views and opinion. Further, a study explored that in Pakistan user-generated content is more popular by active users. A study deployed the statistical tactic for the evaluation. Political actors are more popular on Twitter and Imran Khan's account on Twitter has a huge number of followers over 89014. (Khan, Khan, Faisal, Iqbal, & Malik, 2016).

Hypothesis:

Two hypotheses have been formulated in a study.

H₁: Conventional news media use Twitter to get information for news stories.

H₂: Journalists rely on the information obtain from tweets.

The research explored several scholarly works in terms of research articles and different resources likewise books to gauge the use of twitter in mainstream media for information and updates. The main objective of the study is to analyze the mainstream media consideration of Twitter for information convergence and updates instantly. Further, a study is engaged to measure Pakistan's mainstream media organizations in Pakistan over their intentions and to what extent professional journalists do prefer to use Twitter as a tool of information and updates to produce news.

PROCEDURE:

The study used a quantitative research methodology. We surveyed 200 journalists in the working field. The study deployed a random sampling from several mainstream media organizations. We designed 18 questionnaires based survey to evaluate Twitter usage. A questionnaire has designed through the Likert scale measurement. Our respondents are professional field journalists working in the newsroom and field. We interpreted the collected data on SPSS to evaluate the findings.

STATISTICAL ANALYSIS:

We established the two hypotheses. The purpose to formulate the hypothesis is to gauge the significance and to what extent of twitter usage in mainstream media in Pakistan. We applied the Chi-square method and the following formula to analyze the collected data.

$$\chi^2 = \sum ((f_o - f_e)^2 / f_e)$$

ANALYSIS AND RESULTS:

Hypothesis One:

H₀: Conventional news media do not use Twitter to get information for news stories.

H_A: Conventional news media use Twitter to get information for news stories.

Twitter is constant to receive news in the newsroom	Types of news story get from <u>Twitter</u>			
	Soft news story	Hard news story Total	Both	
Yes	81.6%	54.5%	79.0%	76.8%
No	18.4%	45.5%	21.0%	23.2%
Total	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.008 ^a	2	.030
Likelihood Ratio	6.158	2	.046
Linear-by-Linear Association	.076	1	.783
N of Valid Cases	203		

We analyzed the null hypothesis, conventional news media do not use Twitter to get information for news stories by using the Chi-square method. Study has found that the p-value is 0.030 is less than 0.05. Thus the null hypothesis is rejected. It indicates that the significant difference between the conventional media of Pakistan and the usage of Twitter for information to news stories.

Hypothesis Two:

H₀: Journalists do not rely on the information obtained from the tweet.

H_A: Journalists rely on the information obtain from tweets.

Objectivity does not compromise in the tweet	Analysis of Importance of information in Tweet			
	Number of retweet Do not	Number of mentions respond	Number of likes	Total
Yes (doubtful in Objectivity)	74.8%	60.4%	91.7%	72.4%
No (un-doubtful in objectivity)	21.5%	39.6%	8.3%	25.1%
	2.5%			
Total	100.0%	100.0%	100.0%	100.0%
	100.0%			

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
<i>Pearson Chi-Square</i>	11.864 ^a	6	.065
<i>Likelihood Ratio</i>	14.004	6	.030
<i>Linear-by-Linear Association</i>	2.234	1	.135
<i>N of Valid Cases</i>	203		

By using the Chi-square method to evaluate the null hypothesis. The result found a p-value of 0.065 is greater than 0.05. Thus the null hypothesis journalists do not rely on the information obtained from the tweets is accepted. It shows that there is a significant difference between objectivity and information obtain from tweets.

DISCUSSION

The study uses the International perspective of Twitter as a source of information in newsroom and mainstream media in Pakistan. This Analytical Study evaluates the importance of social networking sites like Twitter for getting timely updates and information on current issues or trending topics. The study assessed the mainstream media organization to what extent usage of Twitter on everyday use for news items. We

analyzed to survey professional working journalists from big media houses. The study also formulated two hypotheses over usage of Twitter by conventional media and reliability of information by journalists that extracted from Twitter.

We set hypothesis number one of the study is *Conventional media does not use Twitter to get information for news stories.*

A study evaluates that 76.00 percent of the data in terms of information and updates getting from Twitter in newsrooms. However, there are other journalists with 23.00 percent who do not accept the usage of Twitter in the newsroom.

To determine the type of information that take from twitter so the result indicated that soft news stories are more likely by 81.06 percent to get than 54.5 percent of a hard news story. Although, most of the time both types of stories like hard news stories and soft news stories get by 79.0 percent from Twitter.

We applied the Chi-Square method by using SPSS. A study found that p is 0.030 is less than 0.05 so the study is failed to retain the null hypothesis. Hence is there is a significant difference between the conventional media of Pakistan and the Usage of Twitter for information and updates.

A study conducted in America in 2015, found that local TV stations use tweets in routinely news bulletins for more than 45 percent. It estimated that heavy use of Twitter in broadcast media news items leads to Twitter popularity among non – users of Twitter as well (ROSENSTIEL, SONDERMAN, LOKER, IVANCIN, & KJARVAL, 2015).

A study revealed that CNN aired approximately 389 stories in news channels from September 2019 to August 2011. Further, a study showed that on daily basis print media and broadcast media in the US use around 11.002 percent of the information in news stories from Twitter. (Moon & Hadley, 2014).

Another related study found that since the inception of twitter up till 2013 Belgian newspapers use Twitter to publish articles, particularly on special issues. (Paulussen & Harder, 2014).

Similarly, usage of Twitter by 97.00 percent in US TV station for information and updates. (Lysak, Cremedas, & Wolf, 2012).

A study conducted in 2017 found that non-twitter users are also experiencing the tweet through the mainstream media either print or broadcast news segments. The proliferation of tweets convinced traditional media to embrace Twitter. (Barthel , Shearer , Gottfried , & Mitchell , 2017).

A contrary use of Twitter by mainstream print and broadcast media is another way around. A study conducted in the UK unfolded that journalists from media organizations preferred twitter for the new dissemination and distribution for more news item popularity among news consumers. (Newman, Dutton, & Blank, 2012).

Furthermore, a contrast study revealed that journalists from the US are more likely to use Twitter for one-way communication to develop their network by increase followers. They linked the news story with the tweet that boost the interest of the Twitter users for news consumption from that particular news organization websites or reference link. (Boyle & Zuegner, News Staffs Use Twitter To Interact with Readers, 2012)

The second hypothesis Journalists do not rely upon the information obtained from a tweet is set in the study.

According to the result, a study suggested that 72.4 percent of journalists are doubtful in the objectivity to obtain from Twitter. While there are journalists in mainstream media with less ration 25.01 percent are confident in the information extract from Twitter.

A study analyzed the practice of twitter in information gathering. Journalists are less likely to engage with the cross-check of credibility in information. The criteria are set with several retweets, several mentions, and several likes with 21.5 percent, 39.6 percent, and 8.3 percent respectively. Although, on the other side, journalists who are more likely doubtful in information objectivity obtain from Twitter. These are intensively overlooking the tweets with several retweets with 74.8 percent, several mentions by 60.4 percent, and several likes by 91.7 percent. The huge difference reveals that journalists' concern about objectivity in the information heavily checks the tweet with different techniques and journalists who are confident on information are unlikely to evaluate the tweet for news stories in mainstream media.

We applied the Chi-square method to analyze the null hypothesis. The study finds the p is 0.065 is greater than 0.05. So the null hypothesis is accepted. There is no difference between journalists' use of Twitter for information and objectivity in the information.

A study found that professional journalists cannot fully depend on the information get from Twitter. Objectivity is the heart of journalism which only hold by the ethical journalism way to produce credible information-based news stories. However, contemporary journalism adopted the use of Twitter but retweets, mentions, and likes are not enough to check the facts in the information via tweet. (Kruikemeier & Lecheler, 2018).

Another similar study suggested that Twitter is a platform to build a particular narrative via trending a topic or hashtag online camping. In journalism practice, professional traditional media journalists require facts and figure with authentic sources for news production. (Hagemeier & College, 2011).

In the same viewpoint, a study presented in the 12th International ...?? on Twitter news credibility. A study shows that information on Twitter is overloaded even on a single issue. It is really hard for users to judge either the tweeted information is credible or doubted objectivity. Despite it, users are increasing day by day due to its popularity and features. A study further explored that to less the doubt in objectivity in Twitter news can predict through the hyperlink with traditional media story and number of response on tweets. (Castillo, Mendoza, & Poblete, Information Credibility on Twitter, 2011).

In contrast, a study suggested that newsroom journalists embrace the new media technology. Twitter cannot be ignored in the era of internet proliferation. Journalists are allowed to collect information for the reason of news development and production. Nevertheless, objectivity is the main concern but on Twitter, it can be in practice too. (Lysak, Cremedas, & Wolf, Facebook and Twitter in the newsroom: How and why local television news is getting social with viewers?, 2012).

Moreover, a study explained the popularity of Twitter in the newsroom. The fact of the matter is contented for the journalists by timely information on Twitter. The accessibility and availability of information are more preferable for professional working journalists, despite the fact and figure to check. The information directs the level of authenticity in it which directs the newsroom journalists for its usage in news production. (Hermans, Vergeer, & d'Haenens, 2009).

CONCLUSION

The study concluded that Twitter is an emerging phenomenon in the mainstream media. Journalists adopted Twitter in the newsroom for information gathering for news making. The study observed the comprehensive use of Twitter by journalists in Pakistan. The use

and pattern of usage are varying according to the level of interest. Twitter is persistently used in the newsroom for almost every type of news story, however, a hard news story is more likely to get than a soft news story. Furthermore, journalists are more in doubt in the objectivity and facts checking in news story due to the mist source on Twitter.

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