



EXAMINING THE RELATIONSHIP BETWEEN CITIZEN JOURNALISM AND SOCIAL MEDIA ON PERCEPTION OF YOUTH ABOUT HUMAN RIGHTS IN INDIAN OCCUPIED KASHMIR

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Abstract

This research assesses the potential of news reporting by using social media platform to create conversational spaces for vigorous engagement of public who are victims of violation of human rights in occupied Kashmir after conflict of 5 Aug 2019. This research is conducted through non probability sampling technique and systematic literature review. Specifically Youth is the target audience of this research through which the survey is conducted to see what they think is happening in IOK and what medium they rely on. It evaluates the perception of youth about human rights and also explores the relationship between the content of social media and citizen journalism in regard of creating awareness among youth about the human rights in IOK. Social media not only a source of connecting people, means of entertainment but also educate its viewers on current affairs, happenings around the globe and National and International affairs. As majority of the people including youth is not aware of the true image of what is happening in Indian



Occupies Kashmir also what are human rights and why they are important. The findings are measured from the cruel activities of India after conflict of 5 Aug 2019 in the occupied terror ties of Kashmir. This research discusses the use of citizen journalism approach for reporting incidents of human rights by eyewitness and victims to create public sphere at global level for democratic and human right.

Keywords: Human rights, Citizen Journalism, Social Media, Reporting, Public sphere

Introduction

Citizen Journalism is basically a process of gathering news and disseminating it freely on any media platform by local public. They actively take part in cover the events and dispersal of that. The news disseminated in this important significance of citizen journalism is to build a structure of accountability for mainstream media at international canvas. The important significance of citizen journalism is to build a structure of accountability for mainstream media at international canvas. (Allan, 2007)

Citizen journalism has brought changes in the landscape of journalism globally as amateur citizens create and collect the news content to disseminate and comment on it. (Gillmor 2004; Wall 2012). Citizen journalism is known as guerilla, participatory, street, networked, or open-source journalism, it includes the news content in shape of blog, photos, videos created by nonprofessional citizens for democratic practice of journalism. (Jurrat, 2011).

The role of social media is very different than the traditional media. Social media not only spread information but also empower the people who are not dominant and are suppressed by the people who rule or are in power. Women and youth were not that powerful to speak up but with the emergence of social media they have got a platform to share their views too. The rules of game are changed with the advancement in new technologies. There is a shift in opinion construction and flow of communication like the information use to flow from the people in power to the audience. Media is usually controlled by the state government but now social media has become the alternative channel to pass the information in bulk within no time. That's how the whole concept has changed with the development and power of social media. Social media not only informs and entertain but also shape the minds of people and give them power to stand for themselves. (miladi n. , 2016)

The concept of human rights is all based on a belief that every individual has a right to live and enjoy his or her life and rights without any sort of discrimination. The human rights insight is related to both individual and state level factors. Education is one of the factor that helps in the moderation of perception of human rights both in individual and state level. Some people are not even aware of what human rights are actually and why are they important. (Barton, Hillebrecht, &



Wals, 2017). Each individual has its own understanding and different perspective of human rights. There are a number of factors that creates a distinction regarding perspective of human rights it can be the level of education, the development progress of the country, level of exposure etc. It is on record that the perspective of human rights is quite negative among the citizens of repressive Countries and is positive in the liberal countries. (Carlson, 2007)

The activist scholarship has been making a lot of efforts to bring human rights on the ground and its dispersal but there are very less results seen for the implication of the human rights. There are a number of critics who are not in favor of providing human people under their rule. Basic human rights are just freedom to live freely according to one's own will. (Lennox & Yildiz, 2019)

Literature Review

Mainstream media also rushes into social media to find variety of content and further make news out of them. Social media is displaying a number of issues around us at the same time on number of platforms that it is true to say that one can get all the information just by bumping into facebook or any other social media instead of reading newspaper or waiting for the news highlights. A lot of us get the news just by watching the stories or posts shared by the journalists we are following or mostly by social media posts. We hardly switch o news channels and listen to the news so the sole source of news now a days are social media platforms. A news spreads like fire when once uploaded on social media you will see 100 of shares and views in seconds. (Hermida, Fletcher, Korell, & Logan, 2012)

With the passage of time the dependency on main stream media like television and traditional mediums like newspapers and radios has decreased. The immense advancement in technology has created a shift in the traditional trends of seeking information and news but the power is still in the hands of the authorities and the organizations not in the hands of the people who use or create content on social media. The only source of entertainment was television in old days but now social networks like Facebook, Instagram and mediums have taken over the place. Social media has changed the focus trend to the viral news and other issues are gaining more attention than the actual news that needs public attention. While the best part of social networking platforms is that they allow people to stay together make contacts. It also spread the essence of unity and helps in the formation of online community that further works for the betterment of the people. These communities also help in making social changes by working as one. (Poell & Dijck, 2015)

Social media not only is the source of news but also spreading awareness among its audience. There are a number of issues that are not addressed on the traditional media but are in the limelight of the social networking sites. Social media has become the voice of a number of people who are oppressed or are looking for justice, mainstream media usually ignores the persona; issues and the life matters of the folks but social media makes sure to viral a news story to make it enough popular and help people. There are several social issues that are raised on social media like sexual abuse



and other cases. Such news have become the part of the hot news on social media and are a topic of discussion. For example a trend of #metoo was emerged on the feed of social media in the year 2018 that allows everyone to express their stories of abuse and provide strength to the ones who were quiet because of fear. Every woman or man who is or have been a victim of abuse shared their story with a hash tag of me too. (Manikonda, Beigi, Kambhampati, & Liu, 2018)

In the year 1947, right after the disappearance of British from the Indian Subcontinent the affair of Kashmir issue came up to the surface. About the two-thirds of the Kashmir is controlled by India and the remaining one-third is under Pakistan. India claims Kashmir due to the official accession of Kashmir to India. On the other hand apart from the accession to India the consent of the people of Kashmir has been ignored always. There is a ceaseless warfare between India and Pakistan and the issue is still not resolved. Kashmir issue has to be on priority to get solved but it has been disregard now a days and this is one of the grave mistake. The hostile relation between the two states is been increasing and no solution is identified yet due to which everything is wasting including the natural resources and peace of the Kashmiris. (Schofield, 2015)

The immensity and expanse of the Indo-Pak conflict has given the Kashmir a status of hot discussion in International debates. The dispute has now transformed into a International conflict as the confrontation path of both Pakistan and India is quite dangerous can easy lead to the nuclear war. The tension in the region is increasing with time instead of being settled down. Kashmir basically shares its area with Pakistan, India and China. India has control on a larger area of Kashmir as compared to the other two states. Kashmir is considered as a princely state before partition and is center of attention because of its rich resources like most of the rivers flow. (Bukhari & Parveen, 2014)

The human rights insight is related to both individual and state level factors. Education is one of the factor that helps in the moderation of perception of human rights both in individual and state level. Some people are not even aware of what human rights are actually and why are they important. (Barton, Hillebrecht, & Wals, 2017)

One of the major cause for the revocation of Article 370 is the abolition of USA military troops from Afghanistan. A power struggle is expected in South Asia between the powers of region including China, Pakistan, India, Russian and Iran on withdrawal of USA forces which was not favorable for these states specially India. Article 370 was to give special status to Kashmir including separate legislature, a state flag and autonomy over state's own administration. On withdraw of USA force from Afghanistan, Indian Government felt insecurity of their control on Kashmir so the ruling party decided to revoke Article 370. This decision has suppressed all the fundamental rights of the people living in Kashmir and created a tension in the region giving rise to more aggression and hatred between the India and Pakistan. (Sharma, 2019)



The advancement in electronic media has made it very easy for the human rights educators and activists to convey their views to the public in a very cheaper and quick manner. In the year 2011 social media platforms like Facebook, Twitter etc have helped a lot of people in bringing political and social change by debating on democracy and human rights abuse through sharing their thoughts. On the other hand political parties are also conveying their plans to their representatives via social media. Still there are some areas where people are not aware of their rights and some who are not able to question about the violation of their rights but majority of the areas do have two way communication unlike the old telephonic one way connection. The old one way connection was single flow of message from the speaker to its passive audience but social media has changed the scenario where the audience is not passive anymore and communicate back accordingly. (Zanzoun, 2017)

Theoretical Framework

Theoretical Framework of this research is based on public sphere and theory of communication action by Habermas.

The Public sphere theory was put forth by Jurgen Habermas based on a historical study of the development, transformation and disintegration of bourgeois public sphere in Europe. (McCarthy, 1989). The public sphere is historically bound and culturally specific. People connect in the forms of groups at public sphere not by the means of their families or other social bonding but they are bond to a commutative action culturally. These cultural forms bond people in public spheres and also believes in western modern public spheres. Cultural force plays a vital role in building cultural forms in public sphere because self-interested and self-governing individuals are not enough to build a solution. The solutions are made by providing narrative basis of discourses and by explaining the idea of self-understanding of modernity of social life. (Eder, 2006)

Habermas Public Sphere theory relates the concept of how people gather in the forms of small pubs to discuss the happenings. In old times all the power was in the hands of the rulers and there was no concept of citizen's participation in any of the social issue. Even the local folks were not considered as important bodies for the discussions and opinions in the eyes of the rulers. The communication means were also one sided where a message is sent by the government to the citizens and there was no way back to question or feedback. The formation of pubs started when people starts discussing their issues with each other. The concept of pub discussion also gave rise to the concept of debate and promote the dissemination of news and happenings. People use to inform their mates with the new stories and discuss their concerns about any issue. The circulation of local news disseminates very quickly and has a wide range to travel through these pubs.

Citizen journalism is relatable to the concept of public sphere where people observe and record then disseminate the happening or the issues that ignored or not reported by the main stream media.



There are a number of stories that are never been under the light of traditional media also known as main stream media and a lot of unsolved cases which have never been a part of discussion on the television screens. Citizen journalism here helps people to know the unknown. Likewise the concept of public sphere where local folks gather in the form of pubs to discuss the social issues and give their opinion that what should be done to solve certain issues. The discussions in the public sphere are not only about the news stories but any happening or any government strategy. Right after the partition of Indo-Pak Kashmir came under the power of India and now is called Indian Occupied Kashmir. Indian media is fully under control by the Indian government hence they don't report the violence Indian powers are doing on the people of Indian occupied Kashmir. The role of citizen journalism plays a vital role in recording the incidents and the violation of human rights in Indian Occupied Kashmir and spreading the actual image of what is happening here and how the Indian government is treating them on social media. These are the people who observe and record the happenings and have sense to spread the news among people and disseminate it on social media. This is how Habermas Public Sphere Theory works by allowing people to gather information and debate on their own issues in the forms of groups likewise people connects through social media and debate on different issues.

Methodology

Quantitative research relies on data that are observed or measured to examine questions about the sample population. Likewise, the data collected in this research study is also gathered through the questionnaire responses.

Significance of Study/ Rationale

The mainstream media is of IOK is controlled by the Indian government so citizen journalism has emerged as the alternative medium to inform people. Citizen journalism has become an instant channel for citizen journalists to post and broadcast their issues and concerns without any formal policy / controlled authority.to reach out across demographics and to access globally. This research seeks to determine to what extent to which content hosted by citizen journalism are perceived to be more relatable. The result of this study will show a comparison/ relationship of content of citizen journalism and mainstream media with perception of human rights. This research will also explore how the content of mainstream media and citizen journalism is perceived by youth.

Objectives

1. To examine the content of Citizen Journalists about violence in IOK with the perception of youth about Human rights.



2. To examine the content of Social Media about violence in IOK with the perception of youth about human rights
3. To examine the relation / comparison between the content of citizen journalism and social media with the perspective of youth about human rights

Research Questions

1. To what extent, the content of citizen journalism about violence in IOK is relatable with the perspectives of Human Rights?
2. To extent, the content of social media about violence in IO K is relatable with the perspectives of Human Rights?
3. Whether the content of Citizen Journalism or Social Media is perceived as authentic in the eyes of the youth?

Population

The total population of Foundation University Rawalpindi Campus is more than five thousand students including males and females. The sample population for this research study are the 300-350 individuals who use social media to watch news about human rights, Kashmir and Violence.

Sample Size

The questionnaire was distributed to 500 students of the university and 350 were considered reliable excluding fake response and unfilled responses. The sample was taken through simple random sampling technique from the students of Foundation University Rawalpindi who use social media to get news about human rights, Kashmir and violence. The expected age limit for students of Foundation University was 15 to 29 but the sample showed that they were from 20 to 25. This sample population included male and female respondents and they are approached personally to get the reliable results. Non Probability sampling is a technique used in research in which the researcher selects the samples based on the subjective judgment of the researcher rather than random selection. In this study 300-350 individuals will be selected for the survey.



Analysis

Have you ever watched the content of violence in IOK on social media?

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	37.7	37.9	37.9
	Often	158	45.1	45.4	83.3
	Very rare	48	13.7	13.8	97.1
	No	10	2.9	2.9	100.0
	Total	348	99.4	100.0	
Missing	System	2	.6		
Total		350	100.0		

Figure 1: Frequency Table

There is variety of content on social media including news, entertainment, information and violence etc. IOK dispute is one of the major unresolved issue that is highlighted in almost all of the international and national discussions. Pakistani media highlights the IOK issue a lot of times because of the religious affiliation with the citizens of IOK. To know the perception of youth it us really important to if the sample population watch content related to the violence in IOK on social media or not. It is found out that only 7% of people do not watch content of violence in IOK on social media. While almost 92.8% which means majority of the people content of violence in IOK on social media

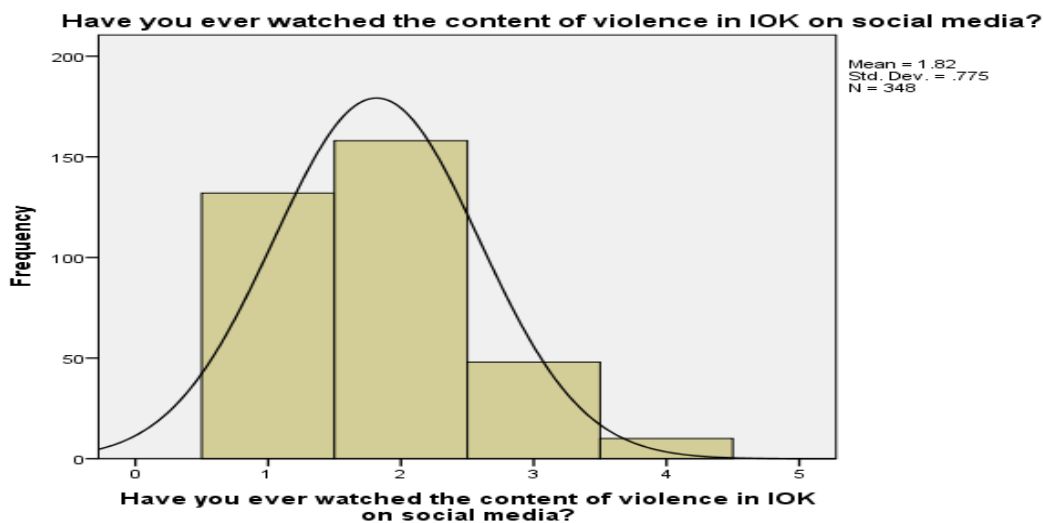




Figure 1.2

Have you find the content on social media of violence in IOK authentic?

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	21.4	21.5	21.5
	Often	169	48.3	48.4	69.9
	Very rare	75	21.4	21.5	91.4
	No	30	8.6	8.6	100.0
	Total	349	99.7	100.0	
Missing	System	1	.3		
Total		350	100.0		

Figure 2

All social mediums, users and channels have their own ways of recording and reporting information to the audience. Same is the case with the audience some of the audience consider it authentic and other don't while some are neutral. Respondents were questioned about the authenticity of the violence content in IOK on social media which shows 69.4% found the content authentic. While rest of the 30.7% found it fabricated or false.

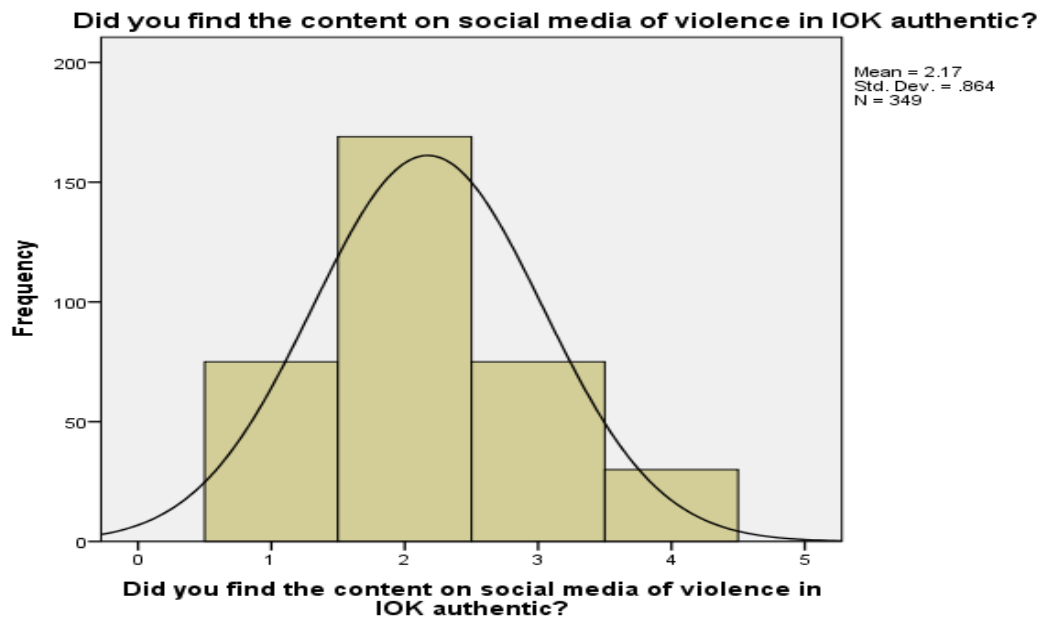




Figure 2.1

How much time do you spend watching news on CJ news stories?

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6 hrs	16	4.6	4.6	4.6
4 hrs	48	13.7	13.8	18.4
2 hrs	86	24.6	24.7	43.1
No specific time	198	56.6	56.9	100.0
Total	348	99.4	100.0	
Missing System	2	.6		
Total	350	100.0		

Figure 3

Citizen journalism is a practice of observing, recording and disseminating information by the people who are not a part of any news channel or organization but have sense of sharing information on different media platforms on their own. There are a number of citizen journalists who are working hard to disseminate the hidden stories which are not shown on the mainstream media. To know how many of the respondents rely on CJ news stories it was important to know the timeframe of watching CJ stories. Analysis shows that most of the people which are 57.2% have no specific time span of watching CJ news stories while 42.8% of the population spend 6 hours, 4 hours and 2 hours respectively watching news on CJ news stories.

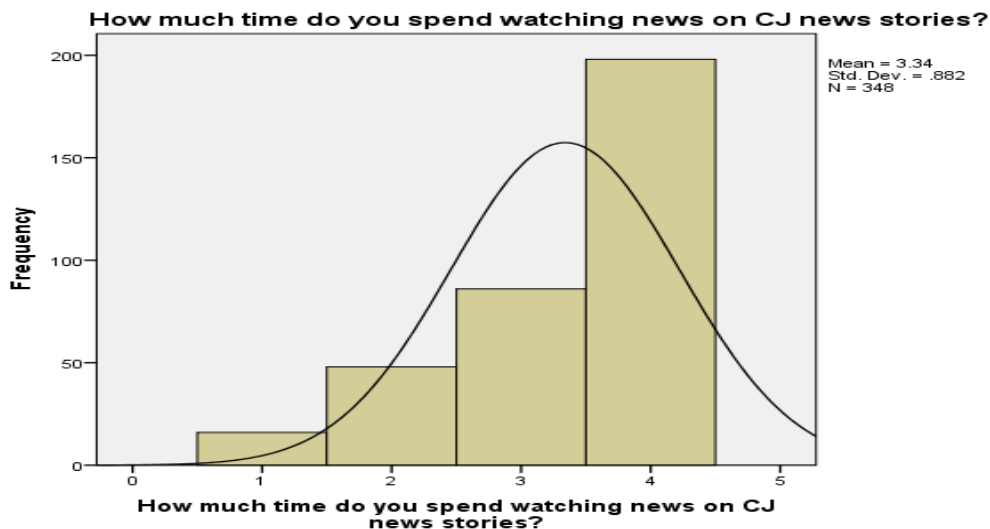




Figure 3.1

Do you prefer the content of CJ news stories than content of news organizations on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	98	28.0	28.0	28.0
Often	145	41.4	41.4	69.4
Very rare	69	19.7	19.7	89.1
No	38	10.9	10.9	100.0
Total	350	100.0	100.0	

Figure 4

Every individual has their own way of perceiving information some prefer CJ stories over content of news organizations while other don't. Results shows that 69.4% of the population prefers the content of CJ news stories than content of news organizations while rest 30.6% don't prefer CJ news stories over news organizations. This means people prefer CJ news stories.

Do you prefer the content of CJ news stories that content of news organizations on social media?

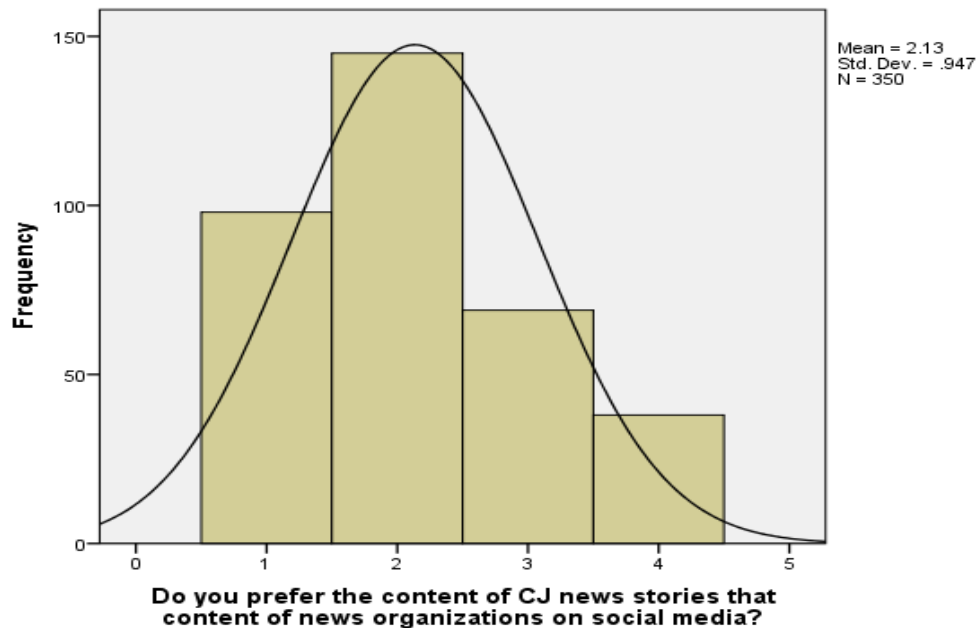




Figure 4.1

Have you found the content of citizen journalism about violence in IOK more authentic than the content of news organizations on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	18.6	18.8	18.8
No	65	18.6	18.8	37.6
Some how	216	61.7	62.4	100.0
Total	346	98.9	100.0	
Missing System	4	1.1		
Total	350	100.0		

Figure 5

In the case of content of violence in IOK some news organizations don't prefer to show the actual image of what is happening in IOK while others prefers to speak on it. Some CJ stories are made on the authentic facts and shows the true face of the people ruling and imposing force on the citizens. On questioning the populations results shows that 81.2% of the respondents find CJ stories about violence in IOK authentic than news organizations content while rest 18.8% says they trust content of news organizations about violence in IOK than CJ news. This shows that most of the people rely on CJ news stories about violence in IOK.

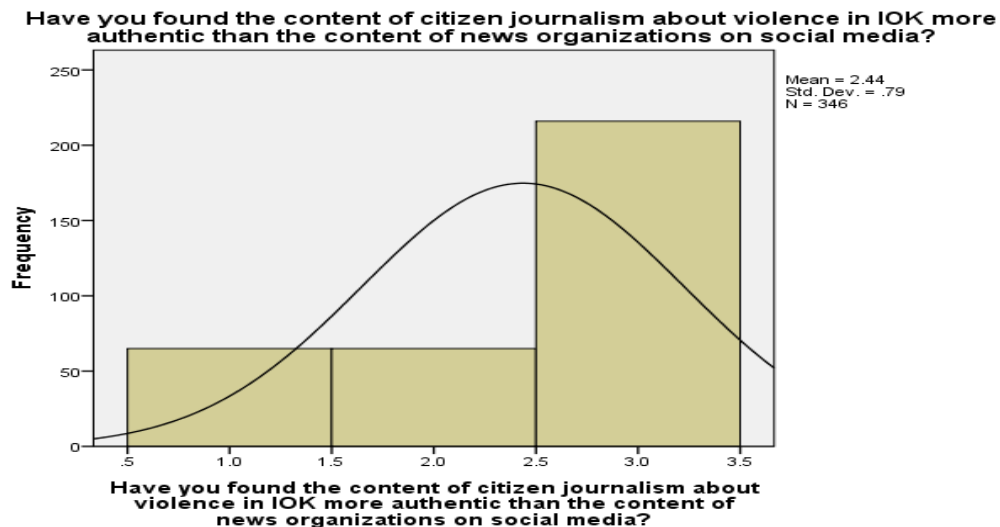




Figure 5.1

People of Indian Occupied Kashmir are given their basic human rights?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	13	3.7	3.7	3.7
Agree	17	4.9	4.9	8.6
Neutral	106	30.3	30.5	39.1
Disagree	132	37.7	37.9	77.0
Strongly Disagree	80	22.9	23.0	100.0
Total	348	99.4	100.0	
Missing System	2	.6		
Total	350	100.0		

Figure 6

We shape up our opinion and thought according to the content we watch. News stories are the main source of information and social media plays a vital role in controlling our minds and behavior. We get to know about the happenings in IOK social media and news channels. it is important to know what people observe whether the IOK citizens are given their basic rights or not. The answer of 30.5% of the population is neutral maybe they are not sure about their answer. While a very little percentage 8.6% says that yes the people of IOK are given their basic human. 60.9% population deny with the statement and believe that IOK citizens are not given their basic human rights.

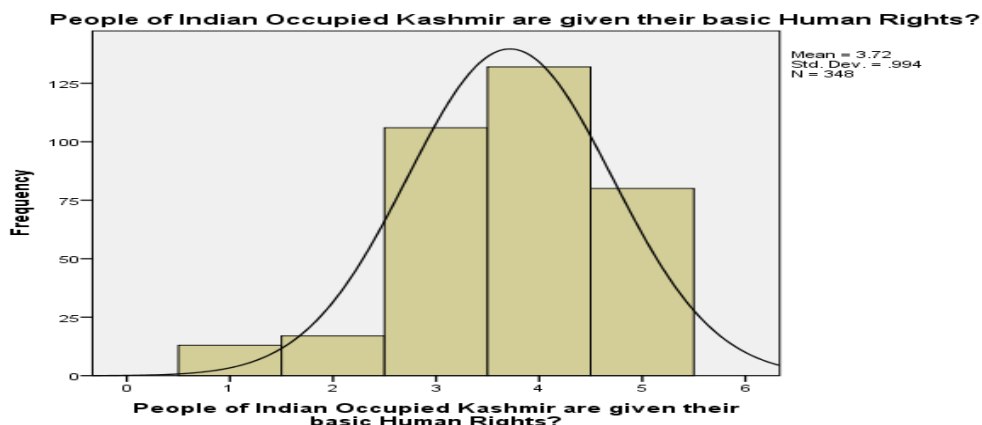




Figure 6.1

Have you find the content of CJ about violence in IOK more relatable to the perspectives of human rights?

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	27.1	27.4	27.4
	Often	163	46.6	47.0	74.4
	Very rare	71	20.3	20.5	94.8
	Never	18	5.1	5.2	100.0
	Total	347	99.1	100.0	
Missing	System	3	.9		
Total		350	100.0		

Figure 7

25.7% of the population do not find the content of CJ about violence in IOK more relatable to the perspectives of human rights while 74.4% believe that CJ content is relatable to human rights.

Have you found the content of CJ about violence in IOK More relatable to the perspectives of Human rights?

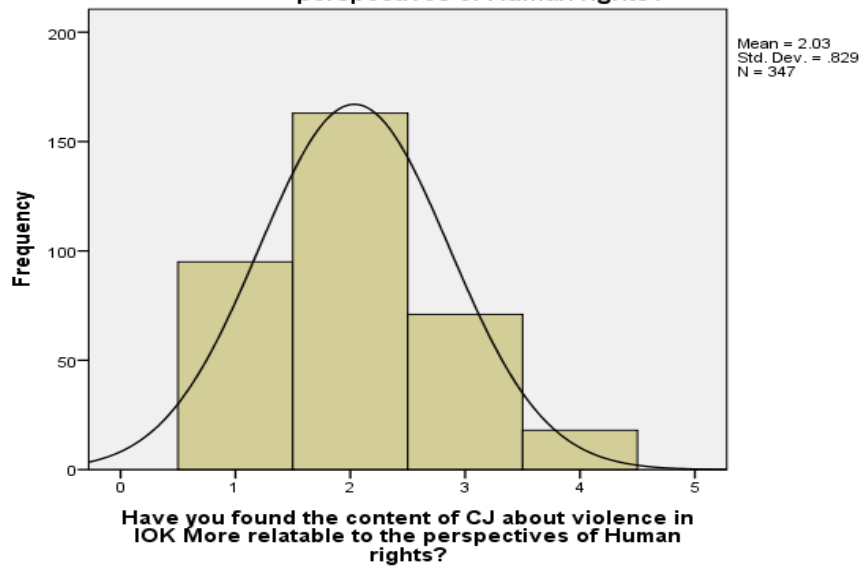


Figure 7.1



Have you find the content of news organizations on social media about violence in IOK more relatable to the perspectives of human rights?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	36	10.3	10.4	10.4
Often	103	29.4	29.8	40.2
Very rare	171	48.9	49.4	89.6
Never	36	10.3	10.4	100.0
Total	346	98.9	100.0	
Missing System	4	1.1		
Total	350	100.0		

Figure 8

60.3% of the population says that they do not find the content of news organization on social media relatable to the perspectives of human rights. On the other hand some of the people like 40.2% believes that the content of news organizations is about violence in IOK is more relatable to the perspectives of human rights.

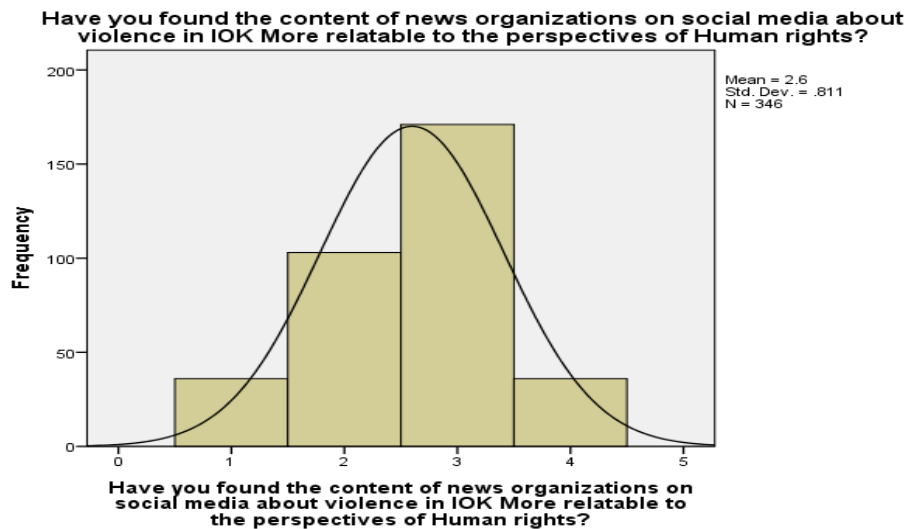


Figure 8.1



Conclusion

The purpose of this research study was to examine the relationship between citizen journalism and social media on perception of youth about human rights. The aim of this study was to find out whether the content of citizen journalism about violence in Indian Occupied Kashmir is relatable to perspectives of human rights and to what extent the content of social media about violence in IOK is relatable to the perspectives of human rights. One of the major objectives of this study was to detect whether content of social media or citizen journalism is perceived as authentic in the eyes of youth. “Public Sphere theory” and theory of “Communication Action” by Jurgen Habermas are relevant to this study and are applied on the research study. It is a quantitative research, In this research survey is conducted to gather information to know the objectivity in content of citizen journalism & social media in IOK with perspective of human rights. Non-Probability sampling technique was conducted on the sample population. The sample population was 350 students of Foundation University Rawalpindi Campus enrolled in different programs. On the basis of analysis it has been concluded that the perception of human rights depicted in the citizen journalism is more accepted as compared to social media with regards to human rights in IOK. Majority of the youth believes that there is serious violation of basic human rights for the people of Indian occupied Kashmir where some of the people are on the point that they are enjoying their basic human rights while some respondents are neutral. Results show the content of citizen journalism about violence in IOK is more relatable to the perspectives of human rights as compared to the content of news organizations on social media. Youth rely more on citizen journalism content on different social media platforms as compared to news organizations and mainstream media. Twitter and Instagram are top used social media sites used by youth to gather information and news stories.

This research is conducted through systemic literature review and non-probability sampling technique. The public sphere theory and theory of communication action are applied to this research study which relies on the fact of public opinion in almost every decision of government. It evaluates the perception of youth about human rights and also explores the relationship between the content of social media and citizen journalism in regard of creating awareness among youth about the human rights in IOK. The findings are measured from the cruel activities of India after conflict of 5 Aug 2019 in the occupied territories of Kashmir. This research discusses the use of citizen journalism approach for reporting incidents of human rights by eyewitness and victims to create public sphere at global level for democratic and human rights.



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