



A Comparative Analysis of Credibility of Print Media & Social Media- A Study in Bhubaneswar

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ABSTRACT

Particularly for newspapers, the modern era is turbulent and full of changes as more news sources migrate to online services. Print media is gradually becoming a dinosaur's method of information gathering, but are news stories in internet media more trustworthy and believable than those in printed media? The conformists and the revolutionaries have engaged in an ages-old dispute over this issue. Many trustworthy news sources have switched from print to online publishing and subscriptions since the turn of the last decade. People are relying more and more on their screens rather than paper to consume information. Their phones were constantly buzzing and beeping, alerting them that there had been another large-scale shooting in the United States. The present study is based on the credibility and trustworthiness of both print media and social media in a not-so-big city like Bhubaneswar.

Keywords: - Print media, social media, Trust, Information, Media Platform

Introduction

Professional media, sometimes known as traditional media, has steadily merged into the larger media landscape. The availability of multimedia content has become the standard, and social media has essentially taken over the media landscape by making knowledge and media content available to anybody willing to read, listen, or watch. Conglomerates and other traditional media outlets soon started to lose viewers to internet users, but many of them followed the trend by running blogs and incorporating social media into their live interactive shows. Scholars have examined several facets of these interactions, including their impact on the programming content, delivery strategy, and final product quality for the viewer. Others add that social media consistently outperforms conventional media in breaking news, while some perceive beneficial effects when radio and social media are combined for interactivity during broadcasts. Bosch continued by saying that social media has altered how news is produced and accessed. Public only foresee a growing impact of social media and the internet in Africa, just as the technologies used to deliver such services to customers are getting better and more numerous. However, the majority of these studies appear to be more focused on the emerging trends than on how social media affects viewers' capacity to quickly access reliable but quickly dwindling expert sources for their vital information needs. It gets much worse if the general population is overloaded with the amazing but increasingly popular social media sources of knowledge while they attempt to make important life decisions, such those pertaining to security and health. Traditional media from the past, such newspapers, radio, and television, are different from social media. It has quickly taken over as the primary platform for information release thanks to its distinct qualities of huge information, speedy transmission and openness, communication, and interactivity. The unfettered space that social media has created for people to share their thoughts may diminish their authority as a source of knowledge. Users' active participation and interactive sharing are substantially improved in the process of generating and exploiting social media information, especially in the age of social media, mobile Internet, and big data. Users are not simply the ones who view social media content; they are also its producers and distributors.

Literature review

W. Ahmed & S. Lugovic (2019) have founded that social media has had a tremendous impact on the fields of social science study and has dramatically changed how individuals consume news. Social media, which were initially designed for individual use, started to be used in journalism and academic research. Indeed, the use of social media as a channel for communication has experienced an exponential rise.

Roberts, C. (2010) has explored in his research that the most popular credibility indices aim to quantify just one of those characteristics at a time, despite the fact that credibility is a complex construct that involves relationships among the messenger, message, communication routes, and recipients. In this study, message and messenger credibility were assessed using two commonly used credibility scales. High correlations between the two scales and their individual factors were shown through analysis, although messenger and message still stood out as different.

Srinivasan, M, & Barclay, F. (2017) inferred that the trustworthiness of the newspaper's message, its sources, and its media are unrelated to gender and geographic region.

Fico, F., Richardson, J. D., & Edwards, S. M. (2004) concluded in their research that The reliability of the news articles that are created, edited, and published for publishing and transmission each day is crucial to the newsroom's ability to manage effectively. However, as shown by several content studies, the ideal impartiality and balance that journalists and newsrooms aspire for is difficult and uncommon.

Zhou, S., Zhang, H., & Shen, B. (2014) found out that the three viewpoints of source, channel, and message credibility have typically been used to analyse media credibility. The environment in which channel credibility is assessed has broadened with the introduction of various mass media vehicles. The media industry initially and frequently examined channel credibility, which focuses on the reliability and plausibility of a specific medium.

Objectives

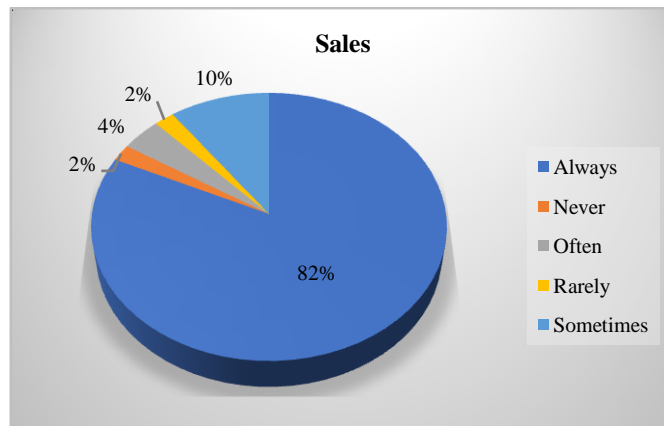
- To study the credibility of the Print Media amid the working and active journalists.
- To study the credibility of the Social Media amid the working and active journalists.
- To study the credibility factor of Print Media and Social Media.
- To study the preference of Print Media and Social Media among masses.

Research design

First an intensive secondary research to understand the full impact of credibility in the industry, to review the norms on which selected issues shall be carried out. This shall be further carried out in an exploratory research. Primary data was collected with the help of a questionnaire and the impact is based on the recorded responses. The sample size is 50 that comprises of working journalists of a media house and other respondents comprises of people residing in Bhubaneswar. Data were analysed using percentage analysis, graphs and charts.

Data Analysis and Interpretation

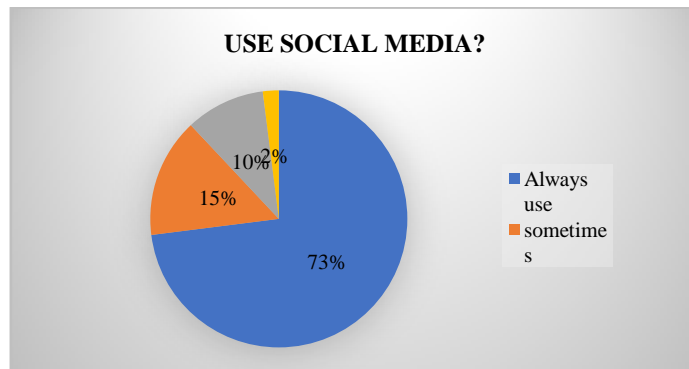
DO YOU READ NEWSPAPER?



Interpretation

From 50 respondents, 2% never had read newspaper, 4% often read newspaper, 2% rarely reads newspaper and rest 10% sometimes read the newspaper. And the majority 82% always read the newspaper. This makes us clear that majority of the respondents are the regular readers.

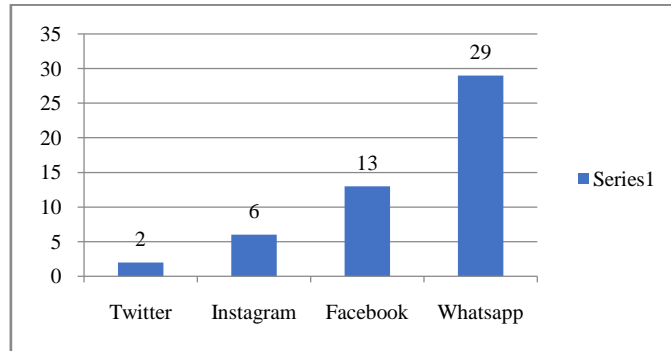
DO YOU USE SOCIAL MEDIA?



Interpretation

From 50 respondents, 2% never had ever used social media, 10% rarely uses social media, 15% sometimes uses it and the majority of the respondents of 73% use social media always.

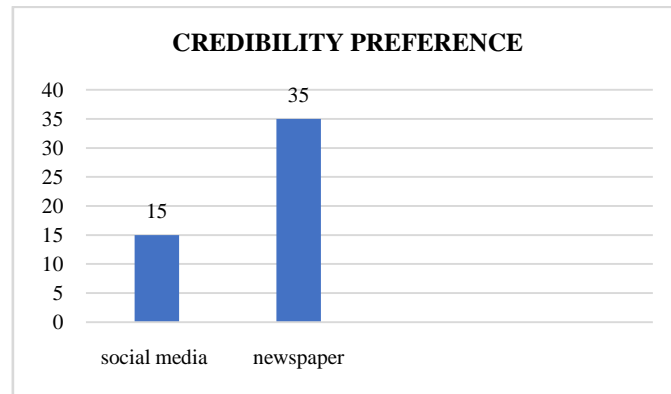
WHICH SOCIAL MEDIA PLATFORMS DO YOU USE THE MOST?



Interpretation

2 Respondents said they use Twitter, 6 respondents said they prefer Instagram regularly, 13 respondents said they prefer Facebook, the majority chunk of people said they prefer WhatsApp that is 29.

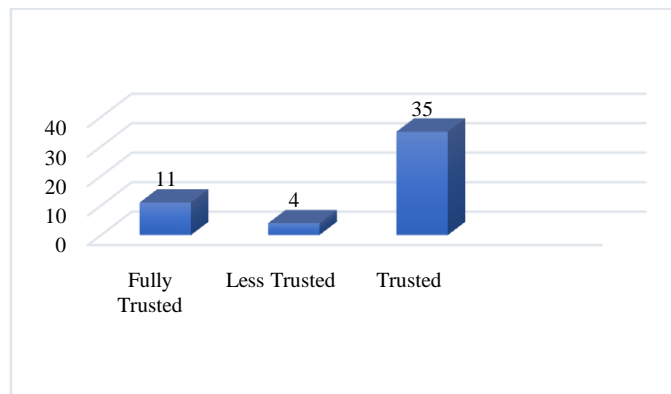
IN TERMS OF CREDIBILITY WHICH ONE WILL YOU PREFER?



Interpretation

When respondents were asked for their choice in terms of credibility, only 15 of them prefer social media as a credibility preference and 35 of them prefer print media.

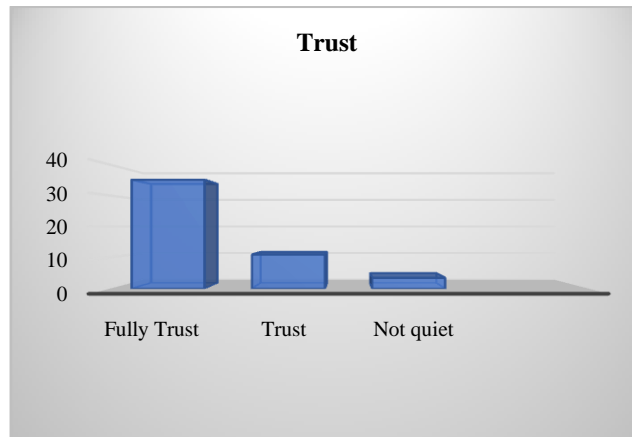
DO YOU TRUST THE INFORMATION YOU GET FROM SOCIAL MEDIA?



Interpretation

When they were asked for the trust of the information on social media, 11 respondents said they fully trust the information on social media, majority of them said (35) that they trusted, 4 of the respondents less trust the information.

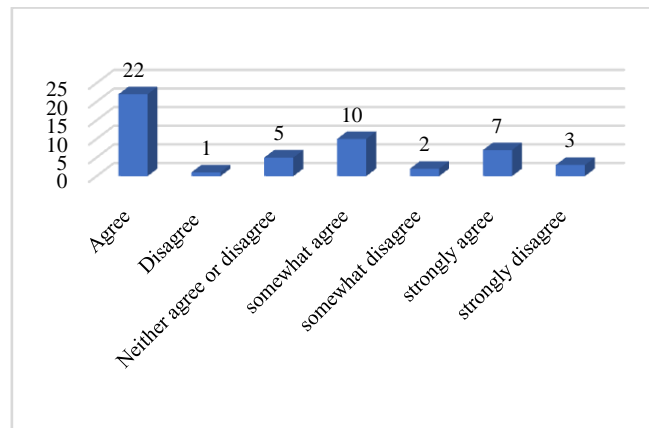
DO YOU TRUST ON THE INFORMATION YOU AVAIL FROM NEWSPAPER?



Interpretation

When asked about trust on information availed from newspaper, only 4 of them are not quiet trust, 11 of them trust, 35 of them fully trust the information in the newspaper

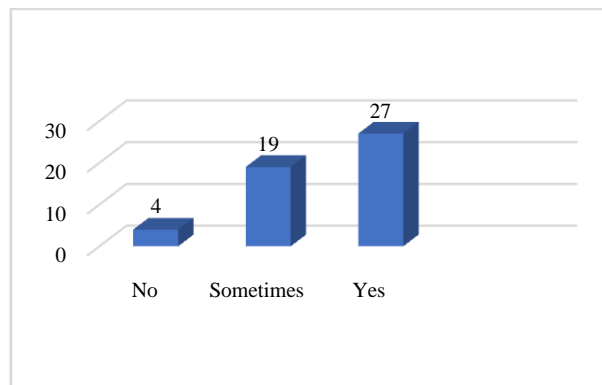
ACCORDING TO YOU, NEWS IN PRINT MEDIA IS MORE CREDIBLE THAN IT IS IN SOCIAL MEDIA?



Interpretation

Respondents were asked if they believe in social media or print media, 1 respondent disagreed, 2 of them somewhat agreed, 5 of them neither agreed nor disagreed, 10 of them somewhat agreed, 7 of them strongly agree, 3 of them strongly disagreed and the majority that is 22 of them agreed.

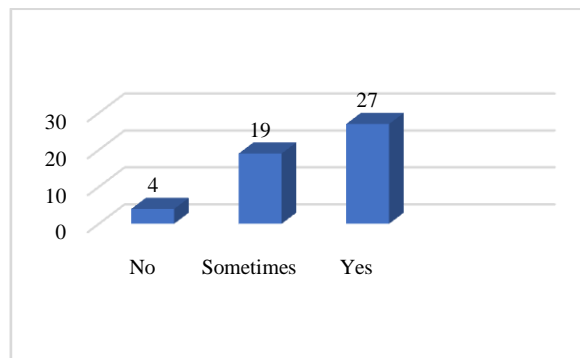
DO YOU COMPARE THE INFORMATION YOU FIND ON SOCIAL MEDIA WITH PRINT MEDIA?



Interpretation

When respondents were asked about this question, 4 of them never cross check, 19 of them rarely cross check, 27 of them always cross check.

DOES BRAND OF NEWSPAPER MATTER FOR THE CREDIBILITY OF THE NEWS?



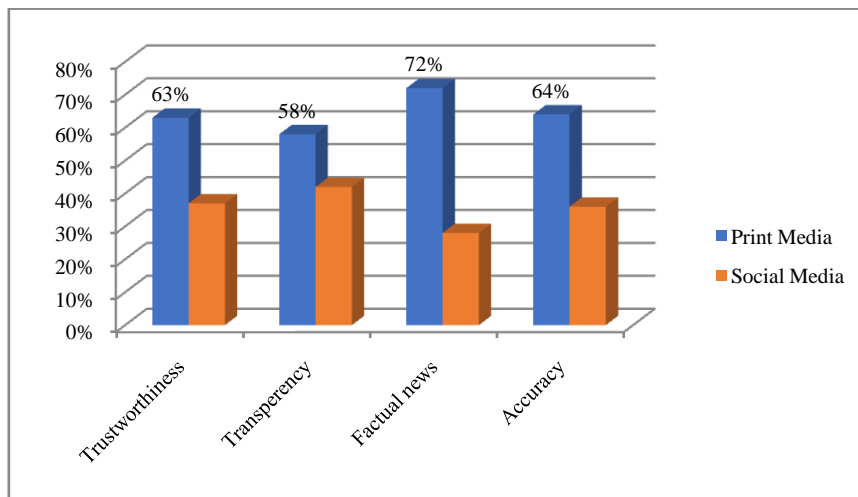
Interpretation

19 Respondents said it sometimes matter to them, 4 respondents completely said no, 27 of them responded yes that brand of newspaper doesn't matter when it comes to credibility.

A COMPARISON OF PRINT MEDIA AND SOCIAL MEDIA

	Print Media	Social Media
Trustworthiness	63%	37%
Transparency	58%	42%
Factual news	72%	28%
Accuracy	64%	36%

A COMPARISON OF PRINT MEDIA AND SOCIAL MEDIA



Interpretation

63% of the respondents had the opinion that print media is trustworthy. 58% said Print media is transparent and 64% of the respondents said print media is accurate whereas 72% of the respondent had the opinions that print media gives factual news.

Findings of the study

- Most of them read newspaper and use social media. Respondents use social media platform like Facebook, Whatsapp, twitter, Instagram etc.
- Mostly they trust and believe in print media credibility. Main reason of the selection of newspaper is information is reliable and social media is not reliable.
- Least respondents trust the news of the social media while maximum number of the respondents trusts the news of the print media and social media both.
- According to respondents the brand of the newspapers is matter for the credibility of the news.
- Most of the respondent strongly agree that print is more credible and the most journalists cross-check the news of the social media through the real sources.

Conclusion

The study of the comparative analysis of credibility of print media and social media concludes that credibility depends on the level of the source, which is real or duplicate. Print media is the old fashioned and traditional way of sourcing real news and information and social media is the new booming one. Anyone can spread the fake news and rumours in the social media at an ease, but it can't be in this scenario in case of print media. For this instance, the respondents trusted print media in terms of credibility over social media.

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