



## **Blooming of various Online as well as Mobile Reporting in India: An impact analysis**

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### **Abstract**

The explosion of social media platforms has broadened the horizons for content creation and distribution enormously. With the rise of social media platforms, journalists now have helpful tools in their toolbox. Journalists now rely on social media to discover and share storey ideas with their viewers, making journalism a more engaging experience for the public. Journalism uses a wide range of social media tools for a variety of journalistic<sup>1</sup> purposes due to the wide range of features available in social media technology.

**Key words:** Social Media, Mobile, Reporting, Online, technology etc.

### **Introduction**

The emergence of the internet and mobile applications as major distribution channels for news has altered the nature of journalism. Because of social media's interactive characteristics, journalism has evolved into a platform for the free exchange of ideas. Increasingly important for news distribution are sites such as blogs, YouTube, Twitter, and Facebook. In an age when online platforms are built around speed and shortness, quantity over quality is valued more highly. Journalism has become a desk profession due to the flood of information coming in via unofficial means, which leaves less time for fieldwork and investigation. Journalists can now create more and more quickly because to the availability of technological tools. The focus is now on production and form rather than research and substance. The empowerment of the audience has reshaped authorship in such a way that journalists<sup>2</sup> and the public are now participants in the news-making process. A huge amount of information is now available through the internet, including both personal and social data, as well as factual and fictitious material that has been validated or not. Examining trends in online traffic and social media may be a valuable addition to more conventional report-writing methods. Journalists have a difficult job when trying to sort through valuable information from trash. Journalists can do their jobs better with the aid of social media technologies. Social media's increasing impact can be seen in the fact that, as of January 2017, 2.78 billion individuals across the world use social media, with a penetration rate of 37%, of which 2.549 billion use mobile social media (we are social,2017). In India, there are 153 million people using social media, with 130 million of them using their mobile phones.

### **Rise of Social Media as News Platforms**

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<sup>1</sup> “Herzog, Christian and Karppinen Kari. 2014 “Policy Streams and Public Service Media Funding Reforms in Germany and Finland.” *European Journal of Communication* 29, no. 4 : 416–32. doi:10.1177/0267323114530581.”

<sup>2</sup> “Newman, Nic. 2016. ‘Media, Journalism and Technology Predictions 2016’. Oxford: Reuters Institute for the Study of Journalism.”



According to the Merriam-Webster definition, social media are "Forms of electronic communication (such as social networking Web sites and microblogging) through which individuals establish online communities to exchange information, ideas, personal messages, and other material (such as videos)." Web sites and apps used for social networking are defined as social media by the Oxford English Dictionary. Online communities may be created through exchanging information and ideas via social media<sup>3</sup>, which refers to the interactive web-based tools and apps that facilitate this sharing. The use of social media makes it easier to build relationships with individuals who have same interests regardless of where they live. As social media platforms such as Facebook and Twitter continue to advance, their roles and applications will diversify. Today's social media landscape includes sites like Facebook, Twitter, YouTube, Flickr, Instagram, and Wikipedia, as well as blogging platforms like Typepad and social bookmarking services like Reddit. In reality, social media has brought news publication to the people, allowing the average person to express his or her thoughts and views with others.

### **The advantages of mobile technology**

Data collecting applications and mobile technologies are often used by utilities to address the issues that paper forms and manual data input bring. The initial starting expenses rapidly pay for themselves owing to the time and money they save via improved efficiency provided by mobile technology applications that are basic and easy to use.

Data collection and entry time is reduced when mobile technology is utilised, which frees up resources for process efficiency. It's much easier to correct mistakes now, and the data you gather is much richer because of it. User identification, password protection, and automated backups all contribute to a high degree of security. As a result, users will no longer have to deal with missing forms and data that can only be seen and changed by those who have been granted access.

Data may be verified in the field instantly using a mobile app, and alerts can be sent if an input deviates from the anticipated range. As a result of real-time data being uploaded instantaneously, managers may be notified immediately when new information becomes available or action is required. Text and email alerts may be configured to send when chemical supplies are running low or a permission violation has happened, for example.

### **Pros**

#### **1. Target Reach**

Mobile is often the most effective and efficient method to contact smartphone users (millennials, business and professional people). Similarly, in worldwide research, many people only have access to the internet through a mobile device.

#### **2. Sample Authentication**

Using the built-in GPS, the sample provider may verify whether or not the responder is a real person and not a robot. The data may also verify that the respondent went to a particular store or car dealership if the research includes a trip assignment, such as shopping.

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<sup>3</sup> "Nielsen, Rasmus Kleis, and Geert Linnebank. 2011. Public support for the media: A six-country overview of direct and indirect subsidies. Oxford: Reuters Institute for the Study of Journalism."



### 3. Real-time Input

As previously mentioned, sample providers with mobile panels may engage respondents "in-the-moment" because to the GPS capabilities of mobile devices<sup>4</sup>. Trying to comprehend a consumer's thinking process throughout the browsing and purchasing experience necessitates the use of this realism now. The provider may intercept customers visiting certain locations or shops using technologies like geo-fencing.

### 4. Respondent Experience

Constraints imposed by the mobile survey platform mean that most mobile surveys are short and sweet, which encourages respondents to participate more readily. Respondents who are more engaged provide more thoughtful responses, which improves the quality of the data.

### 5. Richer Data

Passive data, such as what respondents do on their smartphone and where they are, may help a survey become more in-depth. These things can only be done with the permission of the subject, of course. Photos, voice notes, and videos, in addition to passive data, may help go "beyond the numbers" and give the data more colour, meaning, and complexity.

### Cons

#### 1. Survey Length Limitations

Due to respondents' tendency to use their mobile phones quickly and on-the-go, the 'in-the-moment' benefit of mobile phones is also a negative. Long surveys conducted on mobile devices are vulnerable to interruptions due to other applications, text messages, and other factors. Increased incomplete rates may raise costs and degrade data quality as a consequence.

#### 2. Complexity Issues

The questionnaire experience on a mobile phone is vastly different from that of a questionnaire completed online or offline. Long attribute batteries or long pull-down lists don't work well on the tiny screen display. This may result in worse data quality since respondents may not spend enough time going through all of the answer choices if they have to scroll or touch and zoom. Leave the complicated questions for internet polls.

#### 3. Image Video Restrictions

A survey for assessment should not include media<sup>5</sup> (e.g., product or commercial ideas, packaging designs, etc.) even if many people do so extensively on their smartphone. We can't be sure that material is being assessed on an equitable basis since viewing experiences vary so much from device to device. This may substantially distort the findings.

#### 4. Gen Pop Reach

It's easy to overlook sample populations that don't utilise a lot of data or are already familiar with the technology because of this. When targeting mobile-only users, keep in mind that they are more likely to be younger and/or more wealthy.

#### 5. Device Considerations

<sup>4</sup> "Nielsen, Rasmus Kleis, & Richard Sambrook. 2016. What is Happening to Television News? Oxford: Reuters Institute for the Study of Journalism."

<sup>5</sup> "Prior, Markus. 2005. "News Vs. Entertainment: How Increasing Media Choice Widens Gaps in Political Knowledge and Turnout." American Journal of Political Science 49, no. 3 : 577–92."



To prevent a biased sample, mobile survey applications must be designed to operate on a variety of operating systems. The smartphone industry is dominated by Apple and Google, although "mobile" may also refer to tablets and other devices that run on a different OS (Amazon Fire, Windows 10).

### **Mainly, mobile journalism requires that journalists:**

Learn how to plan a narrative on a mobile device. This is true for both on-demand and live streaming. You must plan your approach to the storey before arriving on site, just like you would for a TV broadcast or news report. Start by drawing a basic storyboard for your film. When creating content for digital consumers, it's essential to have strong images and brief texts. Learn how to use your smartphone to capture and edit video on the go. Create news packages at a quicker speed than conventional news reporting, among other things, is required. Shooting and editing are essential skills for a mobile journalist<sup>6</sup>. Learn how to use your smartphone's camera properly. Add lower thirds, sound, and transitions to your video using the appropriate tools. Find out how to do things the right way when it comes to filming and conducting interviews. While on the job, you'll need to find ways to store and distribute information.

Be able to create material that is appropriate for a variety of displays and multi-platform media. Think at how people consume media these days. They don't just watch TV or read newspapers anymore. They watch YouTube videos and then watch TV. They may also be on Facebook or Instagram at the same time. Distinguish between narrative and visual styles for different screens and platforms by learning how to differentiate your content. Realize that every social media site has its own own online community, so you can know when and why to utilise each one. Accept and embrace the ever-changing mobile technological environment with an open mind.

### **Conclusion**

Mobile research should be seen as an additional tool in the toolbox of the researcher, not as a solution to all problems. The industry has a tremendous potential to get fresh insight and perspective on a wide range of customer experiences and behaviours by doing research outside the home or workplace. Due to the ease with which personal data may be accessed through mobile, it is critical to protect the respondent's privacy and get their express permission prior to any data collection. Mobile research has evolved into a strong tool for market researchers due to advancements in mobile device technology and increasing use of mobile phones for internet access, particularly in Asia. Our Mobile Research Essentials page has information on how to improve your technique toolbox, as well as Asia mobile panels.

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<sup>6</sup> "Newman, Nic, David A. L Levy, and Rasmus Kleis Nielsen. 2015. 'Reuters Institute Digital News Report 2015'. Oxford: Reuters Institute for the Study of Journalism"



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