

Study on Comparative Analysis of Traditional Media to Digital Media News Channel Coverage

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Abstract

The emergence of social media as a news medium, as well as people's everyday use of it to keep up with what's going on in the world, has prompted several comparative studies on news credibility on social media, television, and newspapers. This study looked at the news credibility of social media, television, and newspapers in comparison. The study employed both a focus group discussion and a survey method in its research methodology. The source effects model was used as the theoretical framework for the investigation by the researcher. The study's findings demonstrated that respondents' level of education and internet expertise have an impact on the news they choose and believe. Similarly, most people turn to other media after being exposed to their favored form of media to verify the veracity of a news report. The survey also found that individuals who rated television and newspaper news as more credible than social media did so because news in newspapers and on television is generated by well-trained personnel, and there are institutionalized mechanisms of vetting news articles to ensure accuracy and objectivity.

Keywords: Traditional media, digital media, social media, transformation, news coverage.

INTRODUCTION

Media means the communication outlets or tools used to store and deliver information or data. It refers to the communication channels through which the people receive news, music, movies, education, promotional messages, and other data. Media plays a very important role in our everyday life because it's not possible for a person to travel around the whole world or have a connection with the whole world to receive the news. Therefore, it's the media that helps or allows the people to receive the local, national as well as international news. Through media,

people can connect themselves with the entire world.

There are different types of media like:

1. **Print media:** Print media is the first and earliest form of media. Print means the news will be published on paper. The news and events are accompanied by photographs, headlines, captions, and so on. The print media consists of newspapers, magazines, leaflets, templates, and so on.
2. **Broadcast media:** Broadcast media is mainly electronic media. It means the news, events are broadcasted on electronic media like

radio, and television. Here the news or the event is accompanied by photographs, videos, live sessions, repeated telecasts, and so on.

3. New media: The new form of media is the new media. New media means that the news is published on an online platform, that is on social media platforms. Here, the news or article, or event is accompanied by photographs, videos, graphs, statistics, headlines, live videos, audience feedback, and so on. In the era of social media, this online news article is very popular socially among the young generation.

Literature review:

In recent years, new communication technology and the rise of the internet have opened up a never-before-seen vista of information transmission. It has infiltrated people's daily lives in previously inconceivable ways, particularly on the internet. Since the 1980s, the internet has grown at a faster rate than any other form of communication. Existing media are frequently affected by the advent of a new medium in a variety of ways, including audience base, credibility, and production process. The internet offers citizens an alternative to the limited access afforded by the mainstream media, such as television, radio, and newspapers, where the length of freedom and space is set by the government and/or ownership interests (Al-Garadi et al. 2019). People have been converted by the news media from passive recipients of one-way mass communication to creators and transmitters of information. People are free to produce their news, comment on issues, and receive the other side of a story as a result of this occurrence, which has given the internet and news media a significant deal of relevance and popularity in society. Traditional media cover a news event on based journalists' viewpoints published based on people though people's line news articles are generally social media news, sometimes known as citizen journalism. Online news event is an alternative diagram of media that acts as a contingency, experimental bias model over media. This study predicts the biased report of online media online describes the political bias news articles in political of India and also the popularity of online news articles. This experimental report experiments with a list of news articles on online websites- the Wikipedia page, URLs), online

news media (eg. Twitter page, Facebook page) to check the popularity and detect the biased news. There are also some sources from multiple, independent authorities to show the biased news articles. Common people also play an important role in online news. If a news event reaches several times to the same user, having trust in online media people do not investigate the news and the source of the news, rather than circulate the event (Ameli and Molaei 2020). This misinformation has a deep impact on people's life. It also influences political views. Though in India, there are several online media outlets and portals used for online news articles. In India, being trustworthy threesome media sources published dull that formation that influences the common people by using emotion to favor orthodox causes such as Times now Daily and Daily Nation. Generally, online news articles are called Asian as a news event, based on their story selection and editorial position that favors a political party.

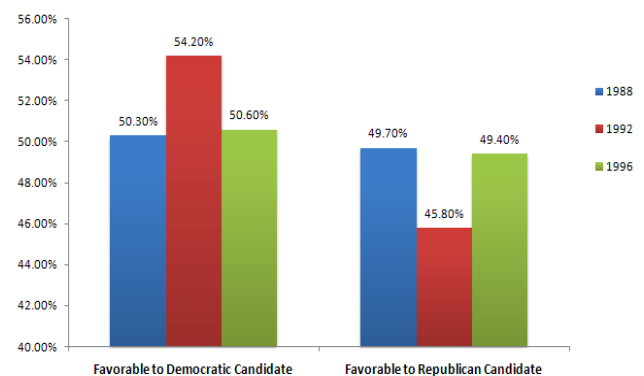


Figure 1: *Political coverage*

(Source: Farnall 2019, p.369)

In the modern age, through the internet such as information technology a huge change is established in the media. The rise of media shifts people from traditional to online social media. The online news event creates a new diagram of media, refers as citizen journalism. In online news events, social media sites such as Twitter Facebook, webpage, and blogs also play an important role. Common people also play the lead role the online news events. Being controlled by people online news articles are more controversial than traditional media. Due to the online mode, online news articles are more trustworthy among the people. According to a survey, it is shown that if a news event reaches

the same user several times, the user generally believes the news by nature and also circulates the news the same way (Barnidge et al. 2019). People neither investigate the online news articles nor the source of the news event but rather spread it. This misinformation spreads faster than the real news and became breaking news. Generally, some online sources have created this misinformation either to attract network traffic for hacking aspects or by showing online advertisements to gain some money. In the year 2020, according to Collins Dictionary, 'Fake News' became the word of the year. Fake news acts as a weapon on political views. Nowadays in social media detecting a biased fake news article is a more challenging event. Though some organizations are checking the news events and verifying the claims of the events such as Snopes, Fact check, and PolitiFact. In India, the biased media is much bigger than the liberal media. Generally, government sponsors media also favor the political party. There are three types of media coverage that exist. In India, the online news media tend to describe the government party in coverage bias, campaign strategy in agenda bias, and the attitude of political leaders in statement bias (Bartley et al. 2016).

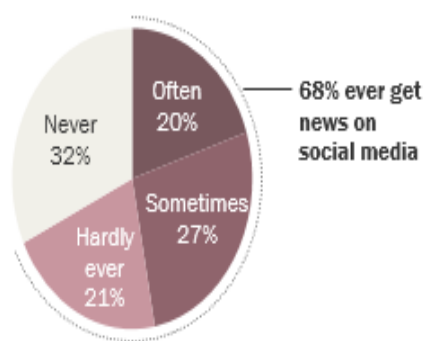


Figure 2: *Impact of social media on an online news article*

(Source: Elejalde et al. 2018, p.644)

Media covers a news event based on journalists' viewpoints whereas in online media common people have an important role to circulate the news all over. In India, some online media sources are often published factual information to favor the orthodox causes to influence the common people by using emotion. The news articles are biased based on their story selection

and the editorial position that always favors a specific one. In India, the daily nation is mostly known as biased Indian National Daily. Like this, there are so many publications. The Independent. ie is the most controversial online biased news brand that mostly covers news on India, the world, sport, business, travel, and entertainment (Bernhardt et al. 2020). According to a survey, in the year 2020, reporters ranked India 13 out of 180 based on their freedom in media. Micheal Martin the prime minister of India is the leader of the Fianna Fail, which controlled much of the newspapers in the market. Media in India occasionally report negatively about the government which is also loaded with the emotional word. In India generally, all online news brand covers the campaign program. The main focus of the news media is on the attitudes and treatment of the government party as well as competing parties' candidates. Based on the cover of the campaign stories, there are three forms of media bias. They are the coverage bias, the agenda bias, and the statement bias. In India, online media tend to compare the government party with the competitive parties. The coverage bias, generally include the progress graph of the government party to influence people. In the agenda biased media also democrats the party's agenda as the size of the political party, political view of the party, campaign strategy of the party, and the current status of the political party. In statement bias, they include the attitude and actions of the political leaders to influence the common people by using emotion. The Journal. ie is the most popular reading news source of online news brands in India. The news brand provides daily digital news about sports, nations, entertain (Boddy 2016).

Due to information technology, news articles spread faster online news articles. In India, traditional news articles are divided into two types: daily national newspapers and weekly regional newspapers. In India, there are also so many publications from the UK in the news market competition. Compared with other European countries, in India, physical newspaper demand is still high. According to a survey of a national newspaper, it is proved that 91% of adults daily read newspapers in India (Borger et al. 2019). Having the popularity most newspaper is published in both tabloid format and broadsheet format. In India, RTE is the Public Service broadcaster that is in rank two

among online news brands. In online news articles radio has also an important role. Radio broadcasting is still high in India. According to a survey, 83% of Indian adults used radio as news media every day (Bowers 2020).

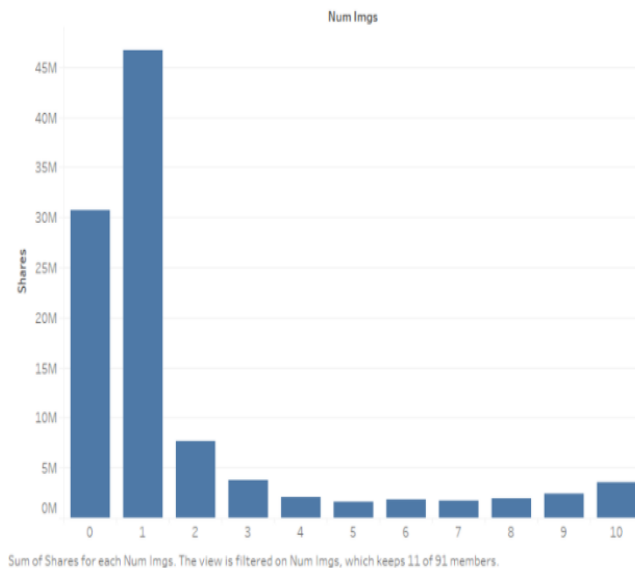


Figure 3: *Detecting the popularity of online news articles*

(Source: Eberl et al. 2020, p.456)

Along with the above in India, there are also several online media outlets and portals used for news articles such as The Journal. ie, Indian Central. Nowadays it has also become a trend in India to read online news that includes high trust of people with high aspects of news events. Though there also remains a suspicion of fake news in those popular online news articles. According to a journal, The Journal. ie is the most popular reading news source of online news brands in India. The news brand provides daily digital news about sports, nations, entertain. Many online news brands became popular day by day. They are Indian Independent Online, Breaking News. ie, Yahoo News, Guardian Online, and MSN News. The graph presented the online news sources brand in India. The news event provided by the news brand is sometimes biased or fake. The main focus of the news brand will be on the selected story, attitude towards citizens, and government (Breen et al. 2019).

Data analysis and findings

In the modern age, a news article is called a biased news event, based on the story selection and editorial position that has favored a specific political party. This report provides thought about how Indian media bias in political text in India. The media has an important role in election campaigns. In India generally, all online news brand covers the campaign program. The main focus of the news media is on the attitudes and treatment of the government party as well as competing parties' candidates. Based on the cover of the campaign stories, there are three forms of media bias. They are the coverage bias, the agenda bias, and the statement bias. In India online media tends to compare the government party with the competitive parties. The coverage bias, generally include the progress graph of the government party to influence people. In the agenda biased media also democrats the party's agenda as the size of the political party, political view of the party, campaign strategy of the party, and the current status of the political party. In statement bias, they include the attitude and actions of the political leaders to influence the common people by using emotion. Government sponsor news brands must have an extra favor to the political party. The Independent. ie is the most controversial online biased news brand that mostly covers news on India, the world, sport, business, travel, and entertainment. According to a survey, in the year 2020, reporters ranked India 13 out of 180 based on their freedom in media. Media in India occasionally report negatively about the government which is also loaded with the emotions word (Chakraborty et al. 2020).

Comparative analysis

In today's time, it is seen that media outlets are worldwide known to disseminate the reported news to their viewers in a different manner. On accessing its potentiality, the beliefs are affected according to the disseminated news to its consumers. Such kind of biased news also helps to change the behaviors in an alternative manner. Somehow, it becomes necessary to keep track of everyday news in a biased manner. When a platform of online news is constructed for a group of people to receive some kind of unequivocal and neutral news for them some sort of information becomes significant. Despite such facts, India consumes a lower level of facts that can be converted into disinformation. Thus,

when other countries are compared on the factorial norms of political polarization, it can become a concern of false news being disseminated on the internet by Indian people. Concerned based on the opinions of Indian people can be served around 57% on the internet which expresses their concern about comparing the average of 51% of political (Chong 2019).

The Broadcast Authority of India can be subjected to serve and disseminate the fund to specific research, based on a prediction of popular online news articles in India. Utilization of the online questionnaire format can be carried out through the basic concept at the end of a begun session between January to February in the year 2019. Some kind of popular news in India can be predicted according to the sample size which can be carried by 2,013 people. News can be disseminated according to the total weight carried by age which can be controlled by its generosity, newspaper, gender, readership, region, social grade, and internet accessibility. Sometimes the facts carried by the news can create the biasness which also serves the popularity for its benefit its political norms in India (Chong 2019).

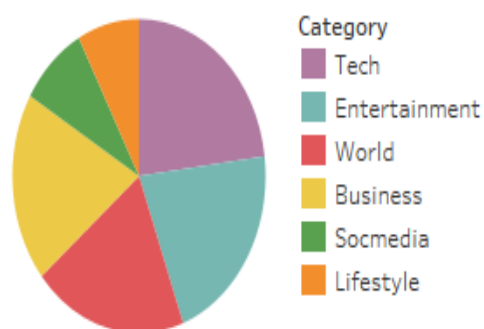


Figure 4: *Categories of an online news article*

(Source: Devitt, and O'Neill 2020, p.485)

Twitter gives the confirmation over the investigation of specific research where the media outlet works for its subject versus object by the rectification of news events that tend to be reported. The analysis of such biased news can be processed according to the subjective news shown about the articles supporting the program news for its consumers. Such news can be of variation based become biasness

suggestively based on its consumer's opinions. Additionally, aiding a system can detect the biases in media at alarming rates by supporting a proposal towards its uniqueness of disseminating such biased news. This kind of news works because of the short-term biasness by which its consumers become eye deceived with their score quality and helps to raise its mechanism.

The media business is defined in Wikipedia as the perception of the business of the journalists which can be predicted with the help of the producers of such kinds of biased news. Selecting the events and reporting stories can be the goals of the producers of news that sustain within the circle of mass media. Covering the reported news depends on the reporter to serve it in a biased or unbiased manner. This phenomenon can be predicted through the evidence from where the fake news can be burgeoned which can affect the thoughts of its viewers. Notably, in 2016, the election campaign of the US presidential can bring various incidents which serve the plague in its current times with certain kind of menace (Crothers 2020). For forming such kinds of decisions, opinions can suggestively play a significant role in processing biased news. It is noted to see the influence over its customer when they select some services or products on others' recommendations or their views. Traditionally, it is victimized that people served its reliability based on certain experiences of their peers and family members to make specific decisions for the betterment. Social media works in today's era, where individuals of certain groups try to execute their decision on a certain topic that seems to be engaging in its exchanging contextual content. They pretend to engage themselves in specific kinds of discussions where they initiate some specification on certain points for different kinds of services, products, and people. In this manner, they get occupied with their views or opinions on certain raised topics. Various ranges of topics can be chosen to impose personal opinions via specific websites such as Twitter or Facebook which offer constant numerous kinds of personalized opinions to be suggestive by their choice. All over the globalized world, in this manner, people serve the ability to learn about certain experiences of different individuals of different groups and can impose their own decision on the online platforms (Deshpande 2020).

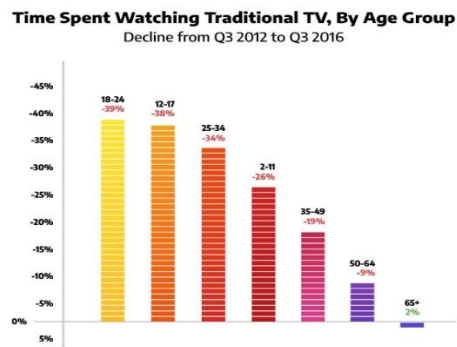


Figure 5: *Time spent on statistics*

(Source: Farhall et al. 2019, p,782)

By The Journal. ie an online news publication, one of the huge threats to India's democracy can be predicted for certain kinds of specifications of fake news. It can be signified to be full of free essence in the view to do debate where such western order is maintained. Ideals of objective can function upon news reporting where the lucid past and its principles serve the necessity to be restored. In the current time being, social media platforms serve the guidance as to its powerful means of expression where they can express their opinions. Usually, users' behavior can be depicted on their features where they use to be scared of the issues of slowly programming. Despite all other means of news, the essentiality of the disseminated news capability can be objected to influence its development all over the propaganda which proposes motivation for its suggestive carriers (Devitt and O'Neill 2020).

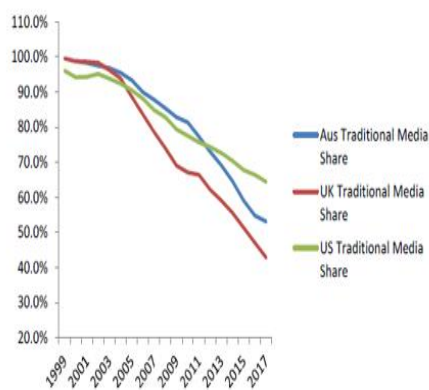


Figure 6: *Global traditional media comparison*

(Source: Farhall et al. 2019, p,782)

The facts can be stated in the reference to the language used for expressing one's opinion where the specific language becomes a powerful tool. Particular language can be analyzed for expression, perception, prediction, and dissemination of information and facts as well. Mostly, the certain time comes when the suitability can be adopted for the subtle of business where it can bring something or someone against or towards a few kinds of specifications. In the field of politics, journalists and media houses create the biasness by their shrewd intention to work on their ambition. Circulation of biased news in the political aspect can misinterpret the reality by the distortion of their opinions that can be varied in the aspect of some political parties. As a result, conspired theories and the formation of biased news can be misinterpreted on large scale by its political leaders.

Conclusion and recommendations

Coverage in online news articles increases day by day. This report just indicates some points to show the media in India. Some considerations can improve the model to reflect the various aspects of the news event. The report concludes the predicting popularity of biased news media online. It has been shown that social media such as Twitter, Facebook; websites like Wikipedia pages, or URLs have an impact on the online news article. As the people get the same news several times, they believe the news event by nature and circulate the news on the same channel online. This news influence people's political view of the people. As a result, there is also controversy against left vs right in the western world, also Islamist vs Secular in the Muslim world. People neither investigate the online news articles nor the source of the news event but rather spread it. This misinformation spreads faster than the real news and became breaking news. In India, people read newspapers daily. In a survey, it is shown that physical newspaper is still in high demand.

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