

# GLOBAL-VIEW OF DIGITAL JOURNALISM: A LITERATURE REVIEW

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## ABSTRACT

*This study investigates how digital journalism has taken over the space of traditional media, not in Pakistan or developing countries but globally. It elaborates that how masses from different fields are adopting it and utilizing it in terms of infotainment and professional grooming. In addition, it discusses the mode of credibility, which is a soul of journalism and its practices in new media. The article is a literature Review and descriptive which is based on secondary sources like books, research articles, and national and international news stories.*

**Keywords:** Digital Journalism, Traditional Media, Traffic, Websites, Internet, Digital Age

## INTRODUCTION

The transition of electronic media and print media has been seen across the world. People of different ages have joined the digital platform for updates and information regarding multiple beats, from national to international or from sports to lifestyle. People are adopting it for many reasons, one of them being hypermedia, interactivity, multimedia, flexibility, or social media. This platform is targeting almost every age, which includes professionals and non-professionals. Due to multiple varieties, it is much faster than traditional journalism; masses can use the internet to access news and events 24/7. The 20<sup>th</sup> and 21<sup>st</sup> centuries have revolutionized how humans communicate, accelerating a process hundreds of thousands of years in the making and launching it forward with astonishing speed. The way of communication has changed with the passage of time and still evolving rapidly with different consequences. Now the world is relying on net-centric or digital journalism for surviving in society.

### Parameters of Websites

The significance of printed material cannot be denied but now the evolution has occurred and people all around the globe are relying on printed material but in digital form. They are taken as the only source of rapid information and knowledge one should need to be updated. The inroads it has made into newsrooms and on desktops of journalists working for all media types in

terms of Computer-Assisted Reporting (CAR); and how it has created its own professional type of news work.

Myrick et al. (2015) studied regarding user-generated collections of evaluations of the emotion of online news users affiliated with their attitudes, memory or performance for such stories which have a human interest, with the help of online questionnaire. It was explored that contestants who read the new story without a mood meter they experienced greater elevation as compared to those who saw a mood meter showing other's positive responses. It explored that any emotion overpowering effects of gathering mood display may have many belongings not only based on the variation among individual and contents. Finally, the result showed that mood meters are such attends to reinforce site user's emotional investment with the online news content modeling the adoption and use of Participatory Journalism by online newspapers. Sampling and a web-based survey were used to explore the research. Professional journalism contains the constant features to file the story with the concerned of news values by which news comes up in a versatile way; now the study reveals professional journalism adopts and uses new citizen journalism which has become a new trend and new parameters as well. Future studies should strive to increase the response rate to better represent the population or online newspapers in this study although the extant literature indicates a low response rate does not necessarily lead to biased, unrepresentative results.

Interactive to me – interactive to you? A study of the use and appreciation of interactivity on Swedish newspaper, websites were analyzed with the quantitative approach of survey method. The result shows that the visitors of newspaper websites might be characterized as “slow learner” who takes interest in only interactive features, which are offered by online media. The result showed that 49.6% of stations have included user-generated contents 63 by including 50.9% videos, 14.3% audio, 82.3% images, and further contents which included press blogs and further contents whereas on the other hand, editorial guidelines to use on legality and privacy policies related to excepting content, not at the standard of editorials (Anders, 2011).

### **How The Internet Influenced Traditional Journalism**

Across the world, everyone has drastically accepted the internet and its characteristics in many means. People are adopting it because it is catering to everyone from each society, from teens, youngling to professionals or non-professionals.

In a study on how the Internet Impacted Traditional Journalism in the context of China with the qualitative method was observed that the competition between legacy media and alternative media and the interference of internet has become an important journalistic tool, where the functions agenda setting goals and censorship of Chinese journalism could have been influenced by the progress of the internet, the study also investigates that online news media enjoy more in editorial attitude in China than their offline counterparts (Xu, 2015).

The impact of website campaigning on traditional news media and public information processing with content analysis approach used to identify the agenda-setting is the powerful tool to find the public opinion on any form, it works well when an agenda is set by any media tool for the targeted means, or for desired things, and it works well. If it is evolved with comparing on traditional news media agendas and on public opinion during the year 2000 presidential campaigns where the result was about that agenda setting influenced the flow of information through the desired way as it states that agenda setting evaluates and describes the powerful aspect of the mass media (Maier, 2010). All the news fit to post comparing news content on the web to newspaper television and radio perform content analysis in finding the difference between traditional (legacy media) and online or web journalism for the study. The study includes top stories of news websites and from traditional media like newspapers, TV, and radio. The founding that almost 60% of the chosen news had the same coverage as legacy or traditional media does; whereas some or rest of the analyzed news were highlighted in new terms means with hyperlinks, features, and blogs which are posted. This pattern was highlighting the role of agenda setting where the readers find more dominant national, international stories from a different perspective.

This study donates a baseline measure of choice and depth of coverage by news Websites at a time when the internet is developing as the primary information source. Longitudinal studies are needed to track changes that inexorably will occur as the evolution from legacy to digital media continues to change. The way the online media is serving now; is totally the opposite of legacy media where people are getting attracted to and for taking news from their own country or all around the world. The pattern of presenting news has changed where hyperlinking, coloring, texture, use of pictures have changed with the passage of time (Massey et al., 1999). interactivity online journalism and English language web newspaper in Asia. A method of content analysis was used to investigate interactivity, online journalism and

English language web newspaper in Asia where they offered a theoretical framework for the analysis of web newspapers, and they further tested the framework in the context of Asian journalism. The result indicated that most online newspapers did not rate highly on the remaining four dimensions of interactivity. corporate worldwide web pages serving the news media and other publics with 500 lists of companies sampling frame analyzed that corporate world wide web pages are used to services only news media which is a vast field or financial term including customer as the pages are corporate, their main purpose is to generate the revenue.

### **Photojournalism in the Digital Age**

Visual communication is the exercise of using visual essentials to convey a message, stimulate change, or suggest emotion. It is one part communication design creates a message that educates, encourages, and engages and the other part graphic design interconnects that message so that it is clear and eye-catching. Rethinking photojournalism, the changing work practices and professionalism of photojournalists in the digital age analyzed the content of photos taken by a photojournalist in Finland by content analysis. It expressed that the core ideal of photojournalism has to be renegotiated because the time and era have changed drastically but truthfulness was considered subjective in photojournalism. After the beginning of this profession in journalism objectivity and ethics were become a core factor to engage masses in the short-term, masses think, and take photos of journalism as “credible”. As a photo equal to a thousand words. The area of journalism has been enlarged due to these new features, which survive the masses with autonomy, immediacy, and ethics and with objectivity and it varies many populations and digitalization with it. The Impact of Photographic Images in Print and Online Media for Political Campaign in Malaysia was investigated where the researcher found that the different styles of the presentation of online media are more advanced and fashionable to influence the masses but with the low 53 quality and in print media it is just as in persuasion strategy and for having different perceptions. Furthermore, the size of the photo in online media has no importance; the rule of photography as an instrument of persuasion in the news is the most powerful effective weapon (Padil et al., 2014).

### **Rise of Citizen Journalism**

Citizen journalists have become steady contributors to online and mainstream news, providing information, interpretations, and some of today’s most iconic images, especially where professional journalists have limited

access or none at all. While some hail this opportunity to improve journalism, others fear that too much importance is placed on these personal accounts, dejection ethical standards and, ultimately, professional journalism.

The Rise of Citizen Journalism in Nigeria – A Case Study of Sahara Reporters were studied by Dare (2011) in Nigeria to investigate the rise of journalism there. In a study, some reporters were fueled by the interactive and investigated vacuum found in the traditional media in Nigeria. It was explored that the style of journalism has revitalized, empowered, and informed Nigerian citizenship, which has incited them in a modern era of citizenship awareness, greater political participation, and a greater demand for accountability. The new reporting style has altered the media landscape in Nigeria.

The importance and the influence of the internet in China have become a tool of change especially in the context of politics and economics. Moreover, the Chinese government vigorously promotes the technology of the internet (Xu, 2015; Oliveira et al., 2014). Assessing the relative performance of online marketing media with the exploratory and descriptive approach to measuring the performance and revenue have been generated due to the new online world where new campaigns serving different communications goals, awareness rating of traffic, engagements of social websites in an appropriate way. Furthermore, the results were found that with low cost and multiple tracking options the revenue is generated, and especially the result showed that the email marketing campaigns proved 55 themselves to be very effective and the most profitable one as well. Whereas on the other side the social network websites especially Facebook play a vital role when it is a matter of campaigns and goals and due to good campaigns and strategies, the engagement and the post reach directly go high position due to the traffic.

### **Optimizing Engagement in Online News**

Prior work on user engagement with online media identified web page dwell time as a key metric reflecting the level of user engagement with online news articles (Oghina, 2013). Optimizing engagement in online news analyzed with the technique of content optimization for engagement in online media as this field has grown rapidly and people are taking an interest, where the internet helps to search clicking hits, boost post average and invariants. The result which was found was about the news boost a 108% lift in click-through rate compared to the random services scheme, and 20% increases when compared to an informed approach where all the engagement

are linked to the good articles and top stories which creates optimization in online journalism by which analytics for generating the revenue can be seen. Journalism has progressed and developed with new means and with new parameters and face of social media; social media has changed many features of journalism with the passage of time as 56 it is a long-established profession.

A significant influence has been seen in the rise of social media for the last ten years according to a study The development of journalism in the face of social media with a qualitative approach which investigates that the social media interaction has an impact on journalism professionals and especially on citizen journalists where they personally believe that interactivity with the masses and with audience impacted and altered the journalism with new means and values (Thomas, 2013). Credibility and trust of information in online environments: The use of cognitive heuristics has revealed the consideration of cognitive heuristics in decision making about accuracy and credibility reveals and raises a number of questions like reputation endorsement and consistency. The new and digitally networked communication environments are actually after the nation of the traditional perspective of trust, In addition, an agenda is needed to understand the better influence of cognitive heuristics. Cognitive heuristics have directly linked to credibility, which is enhanced to create hype and the purpose of exclusive terms. Credibility gets down in online environments with the advent of cognitive heuristics (Metzger, 2013).

Online consumer engagement: understanding the antecedents and outcomes explored with a quantitative approach that quality enjoyment, engagement influenced online consumers, as it is a multidimensional construct, which plays a vital role in mediation with both consumers and companies. Blogs can be defined as personal opinions and perceptions regarding any event or current affairs where they write and present it to masses with the online media tool and above all, they are motivated and appreciated by the feedback, which the bloggers receive whether negative or positive. Blogs are considered to express your perception and thoughts for any current affairs to support any party and many more links can be considered to show or to support.

### **Credibility in Digital Journalism**

There is no life of journalism without neutrality; Credibility in journalism plays a vital or an integral role to make it compact and comprehensive in its nature. If a website is popular, or a news website is recognized, or a channel is getting TRP, there could be many reasons behind including click-bait and

sensationalism but it is a matter of quality in terms of credibility.

Online media has become a strong tool to raise and site the voice to the individual, as a platform online media reflects the constraints exerted by the wider general context across all media. Internet revolution revisited: a comparative study of online news with the help of survey method, the researcher discovered that nine websites, which are, based in Colombia, Greece, India, Italy, Australia, Japan, Norway, South Korea, and the United Kingdom. The result explored that online media reproduce the same things and people of traditional media. Foreign news reporting has fundamentally altered the range of sources in online media (Pedrozo, 2013).

Researchers studied new media use in Brazil where the new media has changed the patterns of communication, Leisure, interaction and provided a locus of identity development and group participation. “Emergence of new media during the 1990’s popularity of news media and digital culture become the center of debates; new media were not “cut their” anymore but instead, “here and amongst us” (Naldia, 2012).

According to Yang et al. (2016), social media use and online political participation among college students during the US Election 2012, with the survey method to study about social media use and online political participation among college students during the US elections. Many college students were surveyed to investigate psychological and behavioral aspects that predicted their participation in the election. The results showed that overall, social participation was a positive predictor of online political participation, but except it; the social trust did not influence directly to the participation. The two renowned social websites Facebook and Twitter was a positive predictor of online political participation, but not in an extensive way. Future studies should also examine the influence of other social, psychological, and behavioral factors on online consumption, blogging, political video consumption, and sharing.

### **Citizen Journalism**

Lewis & Kaufhold (2009), in their article Thinking about Citizen Journalism: Perspectives on Participatory News Production at Community Newspapers, 29 small newspaper editors in Texas to see their gatekeeping control on citizen journalism, where the effect was found that each newspaper tended to take one of four tactics towards the idea of participatory news production. In contrast, to interview 7 editors who rejected citizen journalism primarily on practical grounds, they were those who permitted citizen

journalism, and further 9 editors approved of it mostly on practical's grounds (Chyi, 2009).

Local sites have long asserted that their digital audiences were especially valuable because they were locally targeted. Such talk misses just how sweeping the digital revolution has been. The internet has turned traditional advertising economics on its head: it is hard for any small digital audience to be valuable to advertisers, no matter how locally concentrated that audience is (Hindman, 2015).

International network of foreign news coverage old global hierarchies in a new online World Wide Web study about news perspective in the online world with the help of global hierarchies. As in the online world, things keep changing but mostly the basics or pillars of news and presentation style keep changing with the passage of time.

Taylor et al. (2008) studied for Australia regarding their news and presentation with the method of content analysis, which suggests that there is an inverse relationship between the objectivity of new stories on every new site, and comment as well. Resources of news were not found but regarding news value like promote was found. In a contents analysis, video or images were common, not audio. In the study basically, objectivity, advocacy, and commerciality were considered where the result found that objective news stories were quite low across five sites where some of the stories adopted the pyramid style that advocacy and commerciality were also quite low. A comparison was analyzed credibility of online newspapers with the help of the survey method the respondents and participants took the content of the online newspaper to be as same as a traditional printed newspaper. The evolution was considered high. Likewise was discovered that there was some misinformation with the sources and provided content but despite this fact people or respondents considered the web's believability to be high and credible.

The effect of online journalism on the freedom of the press, the case of Kuwait with the method of content, survey, and interviews to examine the importance of the online media cannot be denied which has reached its peak. The internet operators are reaching towards high and high where the internet has become a place of business too. The term corporate also has been indulged in online media, which has become the best place to advertise and generate revenue in new terms of marketing and sales and growth can be increased as online has become a tool or power to express your perception and thoughts



in the way you want through the internet. It is understood that the level of freedom of expression has gone up and high due to the usage of the internet or with new or alternative to journalism. As it has brought new practices and terms to 69 announce uniform or regarding freedom of expression not only for the developed countries but also for the suppressed countries too where people are raising their voices.

Similarly, according to research, online journalism helped and effects the local presses of Kuwait especially in the beginning when the internet was introduced different changes were seen, like the new phenomenon of the press was leading towards a high position. Kuwait online journalism became the source of updates and timely and was considered as the tool to express expression to journalists Kuwait online journalism provided the platform to increase the level of freedom especially in the local press which was controlled earlier before the internet and after the internet people switched and diverted themselves towards new enrichment “online media” (Dashti, 2008). On the other hand, citizen journalism was observed during the study concerning more unofficial and less credible sources as compared to online newspaper journalists who relied on official and proper sources.

### **Print vs Online Journalism**

Print vs. online journalism are believability and accuracy affected by where readers find information with the qualitative approach to finding that all those readers who follow more news online consider their local paper to be less credible and believable as compared to those readers who read news content not too much online. The more results found the readers who read more than 15 minutes of news online each day were supposed to be accurate and credible than those who read less news online. This area should endure surveying readers of these small community newspapers. It could regulate if the Normangee Star is simply an outlier in terms of its integrity and correctness rating compared to the industry as a complete. It would be beneficial to include multiple political ideologies, income levels, and education levels with a greater number of defendants. The democratization of journalism exercises for a politically informed citizenry the dimensions of new media to involve citizens in public life case study the long period was analyzed to explore the impact of worldwide web or daily life or in public debates especially about current affairs. The result found that the World Wide Web has affected the masses. In many ways, including in political, technological, and the tool of journalism was the first way it has affected sharing the information about more and more events. Secondly, it has affected newsrooms that their change

in consideration of public knowledge is greater than any news media, and thirdly news terms, trends, features, and transformation have taken place in traditional news media to every aspect.

The impact of news media on traditional mainstream mass media with an experimental approach has exchanged many tools or formation of news in a new form but in Malaysia, the impact of the new media or conventional media has not created a challenge as in the US. In Malaysia, the impact is still manageable it was argued by the researcher that the attractive way internet would not replace newspapers as they have their layout and way of presenting news. On the other hand, there is a drop in circulation, the drop is also caught by the interactive way of news as compared to the conventional online version (Salman et al., 2011).

Salman et al. (2011) studied the impact of new media on traditional mainstream mass media in Malaysia with the help of case study the different impact of the new media on traditional media is still controllable, still have a tool of interaction, online media has adopted new contents and variations but the masses still want to get news from sources like a newspaper.

The hype of using social networking as a tool for learning in eLearning, social networking which is quite linked to online media has been a momentum of grabbing the attention of masses where not only the news is shared but a huge amount of entertainment is there with a lot of diversities, but some key points were explored by Koohang et al. (2010). with the help of case study that social networking has the absence of control and about the environment it was explored that it is informal were the concern of credibility id quite zero. Furthermore, the affiliates do not have a shared aim this is an environment with no rules and limits. (Ibrus, 2010). evolutionary dynamics of new media forms the case of the open mobile web with the conceptual framework technique to study the new dynamics of media forms with the convergence and the early development of a web with new changes, the result showed that the intersexual relation of the new firms with other media domains especially with the desktop web and the new trends and features have been shaped. Similarly, in online media “traffic” means a lot to any website for their revenue to generate more and more. Now mostly the traffic or “online rating” directly comes from the mobile web, not from the desktop. People are going to adopt and have adopted new ways to be enjoyed where the regenerated technology of “mobile” and its new features and applications are working in a good manner.

Niekamp (2010) analyzed in different states of US about 239 videos of the hurricane to judge the quality was seen and above all the masses are enjoying that stuff where citizen journalists are not concentrating on credibility and quality. It was also examined that non-journalist, who just concentrate on breaking news weather with low quality, covered the coverage of a hurricane.

## **CONCLUSION**

The world has thoroughly adopted digital platforms for many purposes. From information to interpretation and from norms and values to modernization. Globally the platform has revolutionized and enriched new ways of learning for every person who is surviving in society. Traditional media, including television, radio, newspaper, and other similar sources are now shifting their focus towards new media technologies and practices While keeping their basic presence, they are transforming their content and creating their own new media space and content. Their content is now available on the internet with more integrative and social engagement features, which allows teenagers to access information, entertainment, and other relevant content (Abbasi, 2020). The role of mass media in Pakistani society is tri-dimensional that is informing the public, educating the unknowledgeable, and providing entertainment having both positive and negative impacts on society and ethics. At the same time, mass media has become an important sector of the economy (Khan et al., 2013).

This platform has altered the perception of the masses and the way of storytelling in a different way. There are thousands or millions of websites that are credibly playing their duties in terms of principles of journalism or media ethics. They are not only entertaining but also telling almost every side of the coin, which has become a need of every society after the emergence of technology.

This platform has been adopted by the world because of its roots and ways. It is almost interpreting the same things or imparting a variety of knowledge and information but in a different way where people are accepting it and have almost relied on it. Moreover, the transition is being observed of TV as it was observed for print across the globe.

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