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### VIEWERSHIP AND CREDIBILITY OF News MAINSTREAM AND SOCIAL MEDIA: AN ANALYSIS OF PUBLIC PERCEPTION OF DISTRICT BAHAWALPUR

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**Key Words: Viewership, Credibility, News Mainstream, Social Media**

#### **ABSTRACT**

The study has been designed to check Mainstream media is mostly used by the audience in order to access news information while social media is mostly accessed to get social news information. The main aim of the study factor influences the perception of media credibility to decipher how respondents perceive the news of mainstream media and social media in terms of credibility for news information. A survey with four tehsil and conducted to determine the factors that influence their perception towards mainstream and social media. The systematic sampling method was used to select for inclusion in the sample. The results of the study revealed that mainstream media is more credible than social media to convey news. This study also explored a positive and significant relationship between issue salience, media reliance, and media usage with perception of the social media and mainstream media credibility. Moreover, the study found that male members prefer more mainstream media and female members have their tilt towards social media. Present study proved beneficial for the researchers in the field of media studies. However, the audience from urban and rural areas,

was not discussed in the present study therefore, it is recommended that another study can be conducted to fill the research gap.

## **CHAPTER 1**

### **INTRODUCTION**

The mainstream media is a term that includes all form of media, especially traditional form such as newspapers, television and radio. It excludes internet as internet fell in the category of social media. Mainstream media has the ability to influence the large number of audience because they represent generally accepted beliefs and opinions. On the other hand, social media platform includes Facebook, twitter, Instagram and other search engines such as Google. Mainstream media is mostly used by the audience in order to access news information while social media is mostly accessed to get entertainment information (Bruns et al., 2012).

News and data, which until recently, arrived at the public solely after going through proficient examination and cautious gate keeping, presently, arrive at general society promptly after occurring because of the universality of the Web (Jurrat, 2011). Equipped with web associated gadgets, conventional residents who were overwhelmingly media shoppers became dynamic makers of media matters (Bowman, 2003). These media outlets have the ability to facilitate audience in such a way that it keeps the audience connected with the world and gave business opportunities to the multination companies. Moreover, it plays a constructive role in promoting art and culture of any country. Furthermore, it can gave voice to the downtrodden sector of the society (Dare, 2011).

As far as the role of the social media is concerned it is also becoming the voice of voiceless and playing its role in homogenizing culture. The appearance of social media derived a deluge of client produced subjects which appear to contend with contents from the established press, regarding rate of scattering, simplicity of openness and pervasiveness of purpose (Jack, 2010). Additionally, the intelligent nature of the social media appears to challenge the hierarchical and authoritative construction of the ordinary media (Kramp, 2015). These varieties in nature, construction and practice of computerized media and established press have produced a wide cluster of interest and worries among various populaces of the general public. Although media experts are secured in a discussion related to the morals and impressive skill of these media stages, media purchasers are worried about the validness of the boundless data radiating day to day from these media stages (Banda, 2010).

Different analysts have investigated the conceivable relationship between crowd openness to the media and their impression of media believability and reliability (Guo, 2018). Despite the fact that before research laid out a relationship between media openness and impression of viewership and believability of traditional press, minimal insightful consideration has been paid to how data inclination could impact media viewership and validity decisions and view of information and data on standard and web-based entertainment. The point of this proposal, subsequently, is to add to this study region by researching the impact of openness examples of the Bahawalpur

crowd to established press and viewership and believability, as well as their data inclination on their impression of social and traditional press validity. It is a general observation that viewership and credibility of mainstream media and social media is highly dependent on the factors like trust, authenticity and credibility of the news. Moreover, in this context mainstream media is preferred more by the audience.

#### **BRIEF ABOUT KEY TERMS USED IN TITLE:**

##### ***Credibility***

Kaufman et al (1999) explains that the credibility of the news sources is important to audience members. It is so because it plays a big role in the way the audience interprets and understands information. The study of media credibility is often approached from two dimensions. These are medium credibility and source credibility. The source credibility dimension investigates the expertise and trustworthiness of the person who initiates the message or communication (Holland and Weiss, 1951; Kiouisis, 2001; Seif, 1996). The medium credibility stream on the other hand evaluates the credibility of media channels the communicator uses in sending a message (Graziano and McGrath, 1986; Metzger, 2003). Burgoon, Burgoon, & Wilkinson (1981) point out that credibility is anchored on believability, trust and perceived reliability. Slater and Rouner (1996) argue that the perception of source credibility by audience can be influenced by the aesthetic and internal characteristics of messages.

##### ***Social Media***

Social media are the various internet based applications that build on the technologies of web 2.0 which allows for the creation and exchange of user generated content. Pew Research (2010) reports that social network sites such as Facebook, YouTube, LinkedIn and Twitter are now some of the foremost online communication platforms. Bonds-Raacke and Raacke (2010) posit that gathering and sharing of information as well as maintaining and making friendships are some of the emerging dimensions of social media.

##### ***News of mainstream media and social media***

Long before the appearance of the internet and the social media, there has always been the question of which of the two- mainstream or social carries the higher level of credibility. The various credibility studies conducted by Roper Institute up till about 1961 saw the mainstream as more credible than other forms of social media (Self, 1996).

This study, utilizing specific openness and McLuhan's 'medium is the message' systems as hypothetical underpinnings, analyzed the impact of media openness example and data inclinations on view of standard and computerized media believability among the University of Ibadan students. Cross sectional review and center gathering conversations (FGDs) filled in as the review plans while bunch likelihood and purposive examining methods were utilized to

choose respondents and discussants who partook in the review. Investigation of both quantitative and subjective information uncovered that the established press were declared more solid regardless of heavier reliance on advanced media for data. Recurrence of mass media openness and data inclinations on the two media stages has prescient impacts on respondents' believability assessment (Edogor et al., 2015). In particular, one of the huge finishes of the review is that crowd believability judgment, anticipated by regular openness and decision of content utilization, are grounded on the familiarity with the verifiable idea of media stages.

### ***Problem Statement***

This study has been designed to investigate the contrast of viewership and credibility of mainstream and social media. Social media usage in District Bahawalpur is increasing day by day and becoming more important part of the individual's life. There is no doubt; social media has emerged as a source of information generation and dissemination. To the professional journalist, the social media are channels for disseminating falsehood. There are many other objections on social media content, credibility and reliability. But, the users of the social media are increasing in spite of all this (Kramp, 2015). However, the extent to which the social media are emerging as an alternative source to the conventional mass media and their dependability in the information dissemination process prompted this research. This research was conducted to check the differences between credibility and viewership of mainstream & social media, the effect of social media on credibility and viewership of mainstream media and to probe the reason of expansion of social media in recent time.

### **OBJECTIVES OF THE STUDY**

- To check the differences between credibility and viewership of mainstream and social media.
- To study the significance of mainstream and social media in cutting edge age technology.
- To research the effects of social media on credibility and viewership of mainstream media.

### ***Significance Of The Study***

Social media has emerged as a brand-new form of information with its inception, it changed into handled as a medium of enjoyment and leisure however by the point it has converted at a first-rate level. This research was inspect the credibility and viewership of mainstream media and social media in District Bahawalpur of Pakistan which helps in message to mainstream via appropriate medium to the target audience often completion of this research. Now a day's social media is turning into very famous medium of receiving & transmitting content to thousands of people. This study also helps to explore

the effects of social media on mainstream media which was referred to recognize the present conditions of media.

This study also found out the reasons behind the recognition of social media in the growing countries like Pakistan. Many studies had been carried out on mainstream media and social media but every study explored special factors. The existing studies might be exclusive from preceding researches because it's primarily based on unique issues which deal with the mainstream media in the era of social media. This research could be beneficial for the media practitioners, academicians, government and public to know about the credibility and viewership of mainstream and social media to disseminating and receiving their messages in effective manners.

### **THEORETICAL FRAMEWORK**

The proposed research could be performed under the following theory:

#### ***Source Credibility Theory***

The source's credibility theory says that individuals are bound to be convinced when the source introduces itself as solid. This theory is further divided into three models that can be utilized to suitably apply the theory more. Apparently, it seems to be self-evident and barely worth studying. But, it is interesting to note that many studies have also revealed no relationship between attitude change and source credibility. It is also found that credible sources have the ability to influence the attitude of the audience.

#### ***Relevancy of Theory***

Talk about credibility because of the sources. This research also attempts to check the credibility of two different mediums as a source, so this theory is relevant. It can be used to check how a medium can play a role in building credibility as a source. Based on this credibility, it is necessary to check whether the viewership has increased or decreased and what is the process of credibility. This is the best theoretical framework for this research. From which viewership and credibility can be compared in different mediums.

### **HYPOTHESIS**

- Its is assumed that credibility and viewership of mainstream media is decreased after the popularity of social media.
- It's far assumed that the significance of social media increased in District Bahawalpur of Pakistan in virtual age.
- It's assumed that the content of social media is more credible over mainstream media.

## **CHAPTER 2.**

### **LITERATURE REVIEW**

Until years and years prior, standard news media — Newspapers, Magazines, Radio and Television — were the significant stations of data dispersal and mass-intervened messages, with prepared proficient writers serving only as disseminators of information and data. This selectiveness delighted in by the traditional press and expert writers, be that as it may, stopped with the appearance new media advancements (Bruns et al., 2012). News and data, which until recently, arrived at the public solely after going through proficient investigation and cautious gatekeeping, presently, arrive at people in general not long after occurring because of the omnipresence of the Internet (Jurrat, 2011). Equipped with web associated gadgets, customary residents who were dominantly media buyers became dynamic makers of media contents. These editorial undertakings attempted by non- experts have been named "resident reporting" and the stages through which these items are dispersed are alluded to as advanced media, online media, or new media (Bowman, 2003; Dare, 2011).

Investigating the potential relationship between question in standard news media and utilization of online news, Tsfati (2010), contended that confidence in a specific medium is related with openness to such medium. He tracked down major areas of strength for a between openness to established press and confidence in the media, while utilization of nonmainstream news was corresponded with media skepticism. William (2012) gave proof that consideration regarding news corresponds with crowd trust in message, source, and the media. Additionally, an examination because of broad communications use on media trust directed by Hopmann et al. (2015), uncovered that the utilization of explicit media types prompts more confidence in those media, affirming the discoveries of prior examinations on the impact of media openness on crowd trust of the broad communications (Udende, 2014).

These unexpected and accidental openness, as per Weeks et al. (2017), give a more grounded inspiration to media crowd to search out more demeanor supporting data. The hypothesis of particular openness lays accentuation on the specific decisions and inclinations of people. With the various news sources accessible for data and diversion, individuals access on the web and customary media stages for various reasons and purposes, not entirely settled by their own decisions and inclinations (William, 2012).

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

Research methodology is the specific philosophy or procedures that are utilized by the scientist to perceive, select, process, and take apart information about a subject. In an examination paper or proposal, the technique section allows the researcher to survey an audit's overall legitimacy and unwavering quality. For the current review specialist embraced the both examination standards, which included subjective and quantitative exploration techniques. Subjective exploration can be described as the examination of the possibility of characteristics and is especially fitting for answering requests of why

something isn't seen, looking over complex multi-part interventions, and zeroing in on mediation improvement. While, quantitative examination is the strategy associated with social affair and separating numerical data and it will in general be used to find models and midpoints, make assumptions, test causal associations, and summarize results to greater populace. The study was conducted in District Bahawalpur.

***Population***

Population means the number of inhabitants at a given movement of time, having same characteristics, which demographic statistic observes. Moreover, population in any research study, must comprised such characteristics that conclusion can be applied back to the study. As far the population of present study is concern, it comprised of mainstream and social media users of district Bahawalpur. Furthermore, it is the populace of the survey to check the viewership and credibility of mainstream and social media.

***Sampling***

Sampling is the process of selecting a subset from the whole population of interest in any research study. In by far most of exploration tries, the support of a whole populace of interest is beyond the realm of possibilities, so a more modest gathering is depended upon for information assortment. As Purposive sampling technique was used to select the sample of the study on the basis of following characteristics.

***Sampling technique***

Sampling means extracting the true representative of the whole population. Research ensures that sample must possess all the characteristics of the population. There are different methods which were adopted by the researcher to select the sample from the population of the study.

<b>Sampling size</b>					
Variable	Hasilpur	Khairpur Tamiwali	Yazman	Ahmed pur east	Total
Male	50	50	50	50	200
Female	50	50	50	50	200
Total	100	100	100	100	400

**DATA GATHERING TOOL**

Data collection means the process of gathering, measuring and analyzing accurate data form a variety of relevant source to find the facts. There are diverse types of data collection tools which were used to gather data from the sample of the study. For the current study, data was gathered by using a questionnaire. A survey is a rundown of inquiries or things used to accumulate information from respondents about their perspectives, encounters, or sentiments. Polls can be utilized to gather quantitative as well as subjective data. Surveys are usually utilized in statistical surveying as well as in the

social and wellbeing sciences. For the present study researcher used questionnaire as a data collection tool. A close ended questionnaire was used for data collection.

### ***Questionnaire***

Questionnaire used for present study is comprised of different section. First part deal with the consent letter from the participant, next part gathers demographic information of the participant related to name, age, and qualification of the member, third part asked about the credibility of the mainstream media and the other part deals with the credibility of social media.

### ***Measurement Rule***

It was measured through viewers' perception about credibility of both (social and mainstream media) from district Bahawalpur.

### ***Variable measurement***

The independent and dependent variables of this study were measured as follows:

### ***Independent variable***

For the present study, the use of media including both mainstream and social media; are independent variables for the present study. Moreover, media choices were given the accompanying reactions which show their preferences towards the usage of media. Preceding assessing the clear legitimacy of standard and mechanized media, we initially broke down the guidelines with which respondents evaluate media acceptability by mentioning them which factors they use to condemn the legitimacy from news and information.

### ***Dependent variables***

On the other hand, attitude, believes towards the choice of media are considered as the dependent variables. To measure the kind of information respondents like to access on both norm and mechanized media, they were first requested what kind from information. Response decisions, which they were drawn closer to pick one, are: News, Schooling, Economy, Governmental issues, Science, Wellbeing, Religion, Sports, and Diversion.

## **DATA ANALYSIS METHODS**

Data analysis technique is the way of process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information and informing conclusions. Moreover, it also includes the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap and evaluate data. In order to analyses the data for the current study, SPSS was used for data analysis. Moreover, the formulas used to interpret data included; frequency, percentage and mean score. The



data was presented in the form of tables and graph. Furthermore, mean score was compared between the male and female participants of the study.

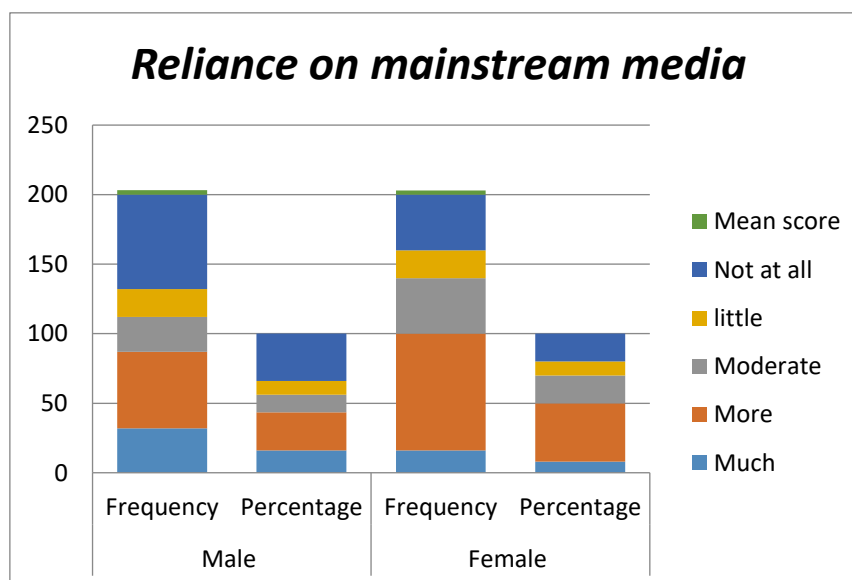
## CHAPTER 4 DATA ANALYSIS

### *Overview*

Present chapter comprised of interpretation of the data which was gathered from the research questionnaire. For the collection of data researcher used a questionnaire in order to gather the perspective of the participants. The participants of the study are comprised of equal number of male and female. The members shared their view and data was further arranged, organized, tabulated, interpreted and presented in this chapter.

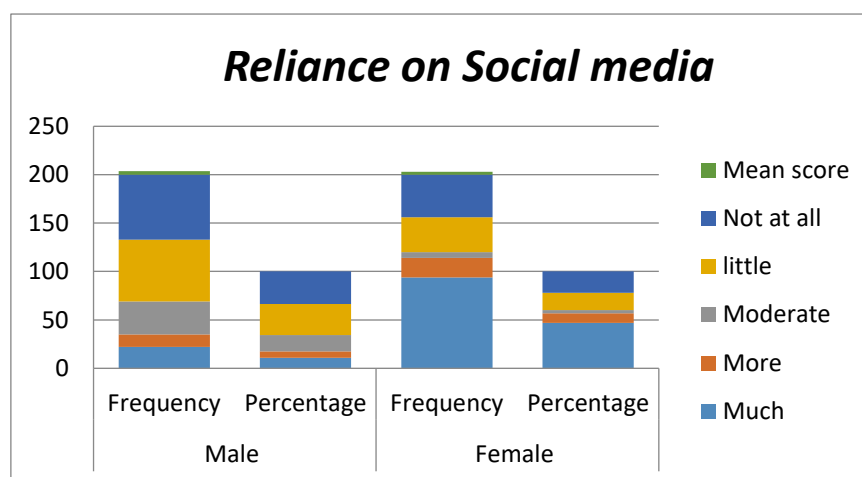
### *Interpretation Of Data From Questionnaire*

Table 1							
Reliance on mainstream media							
Variable	Formula	Much	More	Moderate	little	Not at all	Mean score
Male	Frequency	32	55	25	20	68	3.1850
	Percentage	16.0	27.5	12.5	10.0	34.0	
Female	Frequency	16	84	40	20	40	2.9200
	Percentage	8.0	42.0	20.0	10.0	20.0	



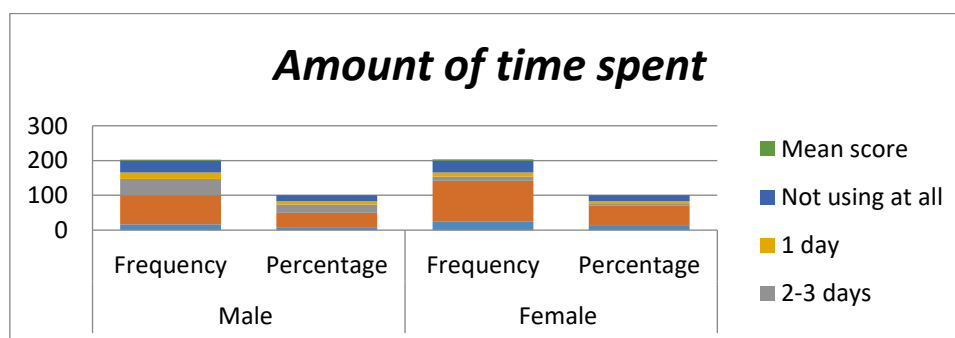
Tabular representation 01 of the data interpreted as that both male and female participants have different perspective about the statement. It is found that both have different attitude about the usage of mainstream media and social media. The means score of male participants 3.185 and female participants as 2.92 show diversity of opinion about the statement reliance on mainstream media.

Table 2							
Reliance on Social media							
Variable	Formula	Much	More	Moderate	little	Not at all	Mean score
Male	Frequency	22	13	34	64	67	3.7050
	Percentage	11.0	6.5	17.0	32.0	33.5	
Female	Frequency	94	20	6	36	44	3.0500
	Percentage	47	10.0	3.0	18.0	22.0	



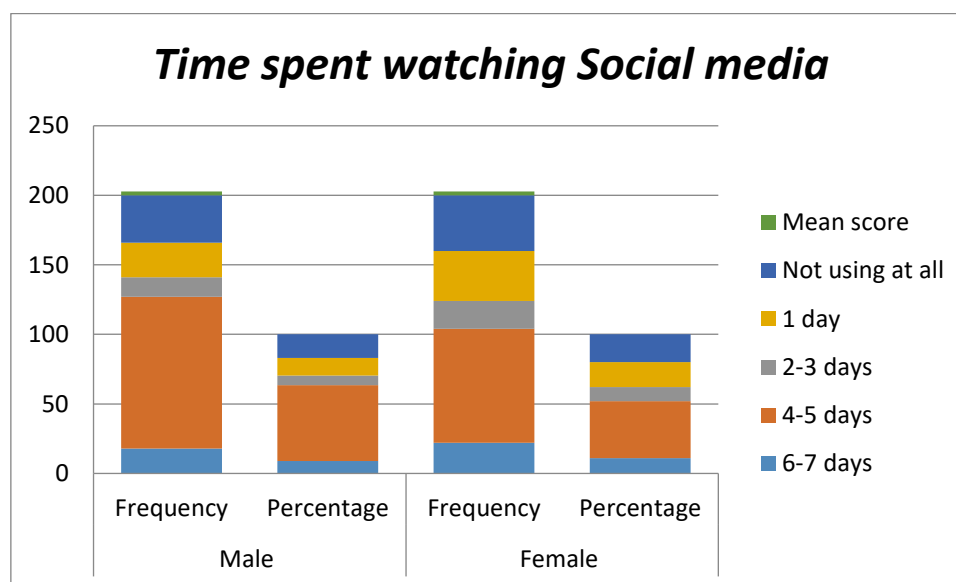
Tabular representation of the data interpreted as that both male and female participants have different perspective about the statement. It is found that both have different estimation about the usage of mainstream media and social media. Moreover, the means score of male participants 3.7050 and female participants 3.0500 shows diversity of opinion about the statement that mostly people rely on Social media.

Table 3							
Amount of time spent watching Mainstream media							
Variable	Formula	6-7 days	4-5 days	2-3 days	1 day	Not using at all	Mean score
Male	Frequency	17	83	47	19	34	2.8500
	Percentage	8.5	41.5	23.5	9.5	17.0	
Female	Frequency	24	118	12	12	34	3.0500
	Percentage	12.0	59.0	6.0	6.0	17.0	



Tabular representation of the data interpreted as that both male and female participants have different perspective about the statement. It is found that both have diverse estimation about the usage of mainstream media and social media. The means score of male participants 2.850 and female participants 3.050 shows diversity of opinion about the statement that participants' amount of time spent watching Mainstream media.

Table 4							
Amount of time spent watching Social media							
Variable	Formula	6-7 days	4-5 days	2-3 days	1 day	Not using at all	Mean score
Male	Frequency	18	109	14	25	34	2.7400
	Percentage	9.0	54.5	7.0	12.5	17.0	
Female	Frequency	22	82	20	36	40	2.8500
	Percentage	11.0	41.0	10.0	18.0	20.0	



Tabular representation of the data interpreted as that both male and female participants have different perspective about the statement. It is found that both have diverse estimation about the usage of mainstream media and social media. The means score of male participants 2.740 and female participants 2.850 shows diversity of opinion about the statement Amount of time spent watching Social media.

## CHAPTER 5 FINDINGS AND CONCLUSION

The findings of the study revealed that the majority of audience shows their tilt towards the mainstream media however, female audience were of the view that they reliance on social media as compared to mainstream media. When participants were asked to share their views about the time spent while consuming media. Amount of time spent by male participants were more on watching mainstream media while female members prefer to watch social media 4-5 days weekly. moreover, when members were asked to share their

views about the High rated medium for news authenticity, male participants claimed that mainstream media is more authentic due to clarity of its content and female members have diverse perspective as they stated that mainstream media is more accurate. However, members claimed that component of mainstream media credibility includes, fairness, clarity and accuracy.

Most of the members were of the view that they preferred mainstream media because of clarity in content including large number of male and few female participants. However, majority of female participants claimed that news presented through mainstream media are biased and the mean score 3.38 of the statement add to its authenticity. On the other hand, male members prefer more mainstream media because according to them it tells the whole story. Mostly, male members were of the view that mainstream media is more accurate and more trustworthy as it present relevant news.

On the other hand, female participants were of the view that they preferred Social media because of clarity in content. While male members stated that news presented through Social media is biased as mean score 2.74 suggest. However, female members have contradictory opinions while they prefer the social media according to them they tells the whole story as mean score 3.50 suggest. They further added that social media is more accurate and more trustworthy as social media present relevant news.

When participants were asked to share their views about their preference of mainstream media than majority of members claimed that they prefer mainstream media as the news presented through mainstream media are more authentic and are also requires the network efforts. Moreover, they almost 49% participants were also of the view that mainstream provides authentic information about any event or happening. They further added mainstream media has access to the general public and it is because mainstream media content presented through mainstream media has its root in culture. Additionally, male members were mostly of the view that mainstream can give voice to the voiceless. However, diversity of the opinion also found in the perspective of male and 51% female members that social media allow to instantly react. It also provides the other side of the story as well.

Furthermore, social media is not meant for business only as it gave access to get entertainment information as well. The female members are of the view that social media audience can be content creator. Whereas, male members were of the view that mainstream media news are easily understandable. Female members have diverse opinion related to the use of social media news are easily understandable. When participants were asked to share their views about the news presented on mainstream media are more accurate whereas some members are of the view that news present on social media is more accurate.

Majority of male members were of view that mainstream media present true side of picture while only 33% female members have contradictory opinion that social media present true side of picture. While comparing the objectivity of Mainstream media and social media, it is found that most of the male

members were of the view that mainstream media is more objective as compared to social media. However, female members were of the view that social media is more objective as compared to mainstream media. However, most of the member almost 74% including both male and female participants of the study showed that people relies more on social media. Whereas, female members were of the view that social media wins favor from people by adopting the popular perspective of the masses. Furthermore, some of the male members only 26% were of the view that social media developed awareness among the public. Only few members were of the view that social media news are more credible because of presenting whole story, while using social media, original source of information is identified.

### *Implications*

Social media has emerged as a brand-new form of information with its inception, it changed into handled as a medium of enjoyment and leisure however by the point it has converted at a first-rate level. This research was inspect the credibility and viewership of mainstream media and social media in District Bahawalpur of Pakistan which helps in message to mainstream via appropriate medium to the target audience often completion of this research. Now a day's social media is turning into very famous medium of receiving & transmitting content to thousands of people. This will also help to explore the effects of social media on mainstream media which was referred to recognize the present conditions of media. This research could be beneficial for the media practitioners, academicians, government and public to know about the credibility and viewership of mainstream and social media to disseminating and receiving their messages in effecting manners.

### **CONCLUSION**

The present study found that social media gain more popularity after the elections of 2008 because people are more aware now a days and they do not believe the news presented on mainstream media blindly rather they compare the credibility of the news presented through mainstream media. The main reason behind why people are more suspicious about the news of mainstream media is that mainstream media is managed by the government and the strict censorship imposes by the government affect the credibility of media. Moreover, in order to win the race between private media outlets also affect the authenticity of the news as they distort the facts that news presented through mainstream media are more sensational rather the presentation of the true side of story.

Mainstream media outlets have the ability to facilitate audience in such a way that it keeps the audience connected with the world and gave business opportunities to the multi nation companies. Moreover, it plays a constructive role in promoting art and culture of any country. Furthermore, it can give voice to the downtrodden sector of the society (Dare, 2011). As far as the role of the social media is concerned it is also becoming the voice of voiceless and playing its role in homogenizing culture. The appearance of social media derived a deluge of client produced subjects which appear to contend with

contents from the established press, regarding rate of scattering, simplicity of openness and pervasiveness of purpose (Jack, 2010).

### RECOMMENDATIONS

Following recommendations were suggested by the researcher Present study is limited only to the Bahawalpur district other study can be conducted in other cities and even other provinces of the country Present study compared the credibility of mainstream media and social media whereas other studies can be conducted to analyze other factors as well.

This study can be implicated in the field of media studies whereas other similar studies can be conducted for the other disciplines of the study

Moreover, journalist can also get benefit from the study as they can work hard for making the news more authentic

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