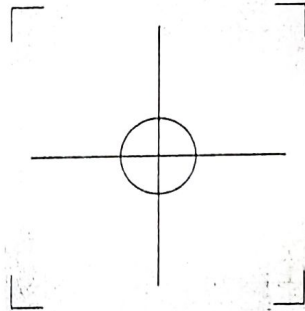


ISSN : 2249 3263

The Journal of  
**Media Studies**

Volume - 6, Issue - 1&2

Jan - December 2015



Editor

**Dr. P. Govindaraju**

A biannual refereed journal of the  
**Department of Communication**  
**Manonmaniam Sundaranar University**  
**Tirunelveli - 627 012, India.**

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## Social Media Usage Patterns and its influence on journalistic practices A Study among Working Journalists in Tamil Nadu

Dr.S.Jeneja\*

### Abstract

Social media has left no field untouched and not influenced. It has influenced the way news is produced, disseminated and stored across the globe. Social media comes in handy for journalists by getting ideas for stories, getting interviewees, beat monitoring etc. In this context it is essential to understand how social media usage among journalists influence news gathering and news production process. Hence the present study has tried to examine the level of social media usage among Journalists and how it affects the news room operations in handling a news event. The study has adopted survey method with Questionnaire as a tool to collect data from working Journalists in Tamil Nadu. The sample size is 80 and has been selected through simple sampling method so that respondents can be from various Newspaper and Television organizations operating in Tamil Nadu. The study has found that journalists are more connected through WhatsApp than other SNS in news gathering. Majority (74%) of the respondents spend more than 1 hour per day in SNS. Checking for breaking news and finding interviewees are the top most usages of social media by the journalists.

**Keywords:** Social media, news production, Journalistic practices

### Introduction

Social media is a buzz word which is all about networking and communicating through text, photos, videos, pictures, status updates on sites such as Facebook, MySpace, LinkedIn or microblogs such as Twitter and Facebook. Social media has made a huge impact on the way the news is produced and consumed. It has influenced every aspect of Journalistic practice right from news gathering techniques to deciding upon the news value. It has also made the lives of journalists easier in terms of news gathering and tougher in terms of the need to be multi skilled in publishing the news across different platforms. The mantra for modern-day news organizations is to be "anywhere, anytime on any platform" (Picard, 2009:10). Social media has transformed the dissemination of news from top-down (media organizations to media audience) to the bottom-up (media audiences to media houses) thus making it as a participatory news production and consumption process.

### Review of Literature

Jennifer Alejandro (2010) had tried to find out how social media and web 2.0 change the way news is gathered, reported and consumed as well as what it means for the future of news. She has concluded that newsrooms are metamorphosing and journalists are transitioning in response to the social, cultural and technological changes happening based on the survey conducted among selected chief editors from different parts of the world including India. Journalists surveyed confirmed that they use social media to gather stories and use news aggregators and

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