Sharing News on Social Media Sites: Impact on Users

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Abstract

Social media is a hub of global communications; so it doesn't come as a surprise that it has an increasing influence on the news. In the Era of Digital World, every sector have adopt digitalization and some are going to be digitalized. Every one use social media sites for promotion and advertisement of their product and services. Some of business are using Facebook and twitter a lot for trending their product in the market. Sharing of news on social media sites increasing influence and create impact on users. The social media users ultimately participate to reshape the news through the feedback generated through the impact. The methodology used is to study the content of news on social media. Which leads to the media convergence. And the second stage of the research is to study the impact of these news on the social media users. This is a descriptive analysis to understand the connectivity between the media and the users.

Keywords: Social Media, Facebook, News portals, Social Sharing, Reshaping News

INTRODUCTION

The associationwith others can without much of a stretch impact a person's emotions, behavior, attitude and feelings. Any type of incident, real, fictitious, and indirect imagination of the person change his or her behavior. Social media sites are created on the concept of internet and allows to share their feeling, emotions, ideas, incidents and happening with pictures and videos to create relation among the people.

Sharing News on Social Media Sites means to share the news by any journalist or social media executive in form of posts with the URL (Uniform Resource Locator) of that particular news or incident for the social media sites users. In social media sites users are the creator of content or text and share or posts in form of photos and videos with captions and comments. Social media is also a platform to develop social networks from one place to other by connecting the users profile with individuals or groups.

Even many peoples are shearing current incidents in form of news on social sites. If we talk about news, and ask what is news? Than news is information about anything happened new, current events and current incidents too. News may be broadcast and published through different type of media, whether it's print media communication or broadcast media communication.

Now in today's world almost all of the nations worldwide are competing for more and more inwards social sites for news. Almost every news channel or news portals are using Facebook,

twitter, link din, instagrametc. for sharing and reshaping of news content. These sharing and reshaping news influence users towards the content what they posted on social media sites.

Reshaping of news create interest or influence users towards that news. At the time of reshaping of news and post or share on social media sites, the social media executive change the headline and pictures of that news. Which attract users to read.

As a like media industry also follow these Social sites for increasing their TRP (Television Rating Point), readership and viewership also. In this sector every kind of media are using social sites, mostly they are using Facebook and twitter.If we talk about radio industry, every RJ and Announcers post their shows link and shows on social site. If we talk about the Television Media, it's also come in web format and on the other hand News portals are also using social sites a lot.

Purpose of study

The aim of study was to specify the following objectives:-

- To know about the social media sites and their use in media industry.

- To know the policies and strategies of media industry for using social sites.

- To assess the impact of reshaping of news on users.

- To show out the sharing of news by different medium of media.

- To figure out the using of social media site for mass reach.

Research Methodology

The following research is descriptive in nature in which attempt has been made to describe the basicconcept of the sharing of news on social media sites along with the reshaping of news by different media and its impact on users.

Review of literature

The purpose of this section is too briefly introducing the research area in Sharing News on Social Media Sites and its Impact on Users. The main focus is how media industry increased use of social media sites and its impact on users and why they used it a lot. It might be for any benefits or is there any other motive to use it.In today's time the sharing and reshaping of news on social site by media industry for any target or just for information. And if it is only for information than why their social media executives reshape or change the news while at the time of posting and sharing the content.

(Monica Anderson and Andrea Caumont) AnalyzedthatBroke down in that internet based life doesn't generally encourage discussion around the critical issues of the day. Truth be told, they discovered individuals were less ready to examine their supposition on the story via web-based networking media than they were face to face. Also, Facebook and Twitter clients were more averse to need to impart their insights in many eye to eye settings, particularly on the off chance that they felt their social gathering of people couldn't help contradicting them.

(Sameen Fatima, Umar Manzoor, Bassam Zafar, and Mohammed A. Balubaid) Examinations that internet based life widely affects current generation. These online networking destinations turned into the better approach for correspondence worldwide and has made world a worldwide town. These web based life locales creates the new patterns for learning and showing techniques in field of instruction or showcasing for the diverse items for customers. The internet based life is additionally useful in doing the social great through sorting out network activism, for enabling nationals, and for organizing in crisis circumstances. It is additionally reasoned that the clients ought to be watchful while transferring data on the internet based life as it can cause protection and security issues. The data on the internet based life can likewise be inconsistent which may prompt wrong choices.

(Anya Zhukova) Similarly as with everything else, online life brings both great and terrible things into our lives. By the day's end, you're the person who chooses whether there's more help or damage in it for you. Possibly all you require is locate the correct site for you. Maybe changing from Facebook to Twitter, or from Instagram to YouTube. Or then again perhaps you're finished with every one of them out and out and are prepared to erase your whole internet based life nearness for good.

(JibanKhuntia, Hang Sun &DobinYim) Analyzed that in contemporary media administration, the sharing of news articles among perusers' family, companions, and group of friends is indispensable to the media outlet's contacting a wide crowd and building commitment. As the utilization of web based life is winding up more incorporated into the center technique of numerous organizations, the inclination to share news has turned into a key metric to quantify and comprehend media affect.

(Lorraine (Lola) Y.C. Wong & Jacquelyn Burkell) Analyzed that the factor impact our choice to share and reshape news with others in an online situation. Educating and engaging are basic contemplations in all cases of news and non-individual sharing. These contemplations seem, by all accounts, to be gathering of people centered—that is, the inspiration to share news is at any rate planned to advise and engage the expected beneficiary. Looking after association, evolving minds, separating oneself, and being a piece of the group are different contemplations that impact the 'base' inspirations educating and engaging.

(HaewoonKwak, Changhyun Lee, Hosung Park, and Sue Moon,2010) As they have slithered the whole twitter sphere and acquired 41.7 million client profiles, 1.47 billion social relations, 4, 262 drifting themes, what's more, 106 million tweets. In its devotee following topology investigation we have discovered a non-control law devotee dispersion, a short successful width, and low correspondence, which all check a deviation from known attributes of human

interpersonal organizations. Among responded clients we watch some level of homophile. In request to distinguish influential on Twitter, we have positioned clients by the quantity of supporters and by PageRank and discovered two rankings to be comparative. In the event that we rank by the quantity of retweets, at that point the positioning contrasts from the past two rankings, demonstrating a hole in impact induced from the quantity of adherents and that from the notoriety of one's tweets. Positioning by retweets uncovered the impact of other media in a novel point of view. We have broken down the tweets of best inclining subjects and provided details regarding the worldly conduct of drifting points and client interest. We at that point order the inclining themes in view of the dynamic time frame and the tweets and demonstrate that the greater part (more than 85%) of subjects are feature or industrious news in nature. A more critical take a gander at retweets uncovers that any retweeted tweet is to reach a normal of 1, 000 clients regardless of what the quantity of devotees is of the first tweet. Once retweeted, a tweet gets retweeted nearly immediately on the second, third, and fourth jumps from the source, meaning quick dissemination of data after the first retweet. Twitter with its open API to creep, uneven nature of relationship, what's more, the retweet system to transfer data offers a phenomenal open door for PC researchers, sociologists, language specialists, what's more, physicists to examine human conduct. Our work is the first advance towards investigating the considerable possibilities of this new stage.

Source of Data

The data used in this study is secondary in nature. The data is collected from sources like Social media sites, books, websites, research journals, etc.

Conclusion

Media Channels and web news portal are sharing news by different headlines and with different images on social sites, by which the impact on the users are in positive and negative way. It creates both positive and negative impacts on users. These sharing stories and posts on different social media sites attract users. The main reason of attraction is the catchy heads and attractive images, which directly or indirectly influence users. The main motive of using these social media sites by media industries is to increase their TRP, viewership and readership. Every media channels and news portals are in competition to become the superior among others and that's the reason they are sharing news and reshaping on social media sites. The impact of that on users they adopt or grab bad things faster than the good things also.

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