

## A study on Journalistic use of Social Media

**Dr. Pitabas Pradhan**  
**Niky Kumari**

**Aligarh Muslim University, India**

Email: pitabaspradhan@rediffmail.com

### **Abstract**

*The mushrooming growth of social media services hugely expanded the scope of content generation and sharing. Social platforms have not only emerged as important news platforms for the public, but also as useful tools for journalists. Journalists use social media to find story leads and to share their work with audiences, which has made journalism more interactive. As the social media technologies have variety of features tailored for specified functions, journalists use different social media tools for different journalistic functions, which this paper attempts to explore.*

**Key words:** Social Media, Journalism, Attitude, New Media, Tools.

### **Introduction**

The rise of internet and mobile apps as popular gateways of news consumption, has profoundly changed what constitute journalism. The interactive features of social media have transformed journalism into a forum whose primary function is exchange of views. Blogs, YouTube, Twitter, Facebook and the like have become increasingly central to the dissemination of news. 'Fast' and 'short' being the dominant logic of the web platforms, quantity rather than quality gets more attention. The huge inflow of information through the unofficial channels makes journalism more of a desk job leaving less time for field work and research. With technical tools in hand, journalists produce more and faster. Emphasis has shifted from research and content to production and form. Audience empowerment has redefined authorship to an extent that, today journalists and audiences act as partners in news making.

As the web emerges as a vast source of information - personal and social, positive and negative, facts and fiction, verified and unverified. Analyzing web traffic and social media patterns can be a rich, and vital, supplement to the traditional reporting tools scanning and creaming the useful information and removing the garbage is a challenging task for journalists. Social media tools help journalists perform their job more effectively. The growing influence of social media is clear from the fact that 2.789 Billion people across the globe use social media with a penetration of 37 %, of which 2.549 Billion are active mobile social media users as in Jan 2017 (we are social, 2017). There are 153 Million active social media accounts in India of which 130 Million are on mobile (2016).

A gloss over the available literature suggests that Indian journalists are using social in their professional life in a big way primarily to build relationship, to find information, and to drive interest. Proper studies on the patterns of social media use in news making by mainstream media will reveal a lot about the shifts in the profession and about the emerging journalistic skills. It may eventually hint at the pedagogic change needed. Against this backdrop, this paper explores the issue of social media use by Indian journalist and the impact on structural, functional, and professional aspects of journalism.

### **Objectives**

The study explores the social media usage among Indian Journalists both in personal and professional life. The study attempts to:

- Identify the social media platforms and tools used by Indian journalists;
- Explore the purpose of social media use by Indian journalists;
- Identify the social media tools used by journalists in news making;
- Examine the impacts of social media integration on journalistic work;
- Find out the challenges professional journalists encounter due to social media;
- To find out the social media guidelines, if any, adopted by media organizations for journalists.

## **Review of Literature**

A social media impact survey, conducted among 165 journalists, editors and bloggers by ING Netherlands(ING News:2014) has found that half of the journalists use social media as main source of information even though one-third of the journalists believe that social media posts are not reliable(# SMING 14). Journalists mostly use social media to find out what people are talking about. 60 percent of the respondents feel less bound by traditional journalistic rules on social media and share opinions openly. The study also found that half of the journalists publish their stories as quickly as possible to correct later if necessary, and only 20 percent always check their facts before publishing.

A ING, Netherlands and DVJ Insights study in 2015(ING, 2015) among over 1000 media professionals from the Netherlands, Germany, UK and the USA found that majority of the media professionals noticed a drop in the use of traditional media in their day-to-day work due to the impact of social media. Over three-fourth of the professionals believe that social media will have increasingly bigger impact on news. Despite more than half of German journalists having doubts about reliability of social media information, over three-fourth of the American professionals believe social media information to be reliable. Half of the British journalists think that it is important to publish the news as soon as possible than checking all the facts, but only 34 percent of American journalists think so.

According to a study by Ruth A. Harper (Harper, 2010), the most popular social media tools for journalists today are Twitter and Face book. While media organizations and journalists see twitter more popular than other social media tools, but according to Adam Ostrow, Facebook dominates social media landscape. As reported by Jennifer Alejandro in her Reuter Institute Fellowship paper on journalism in the age of social media, William Dutton of the Oxford Internet Institute terms social media as emergence of the ‘Fifth Estate’ and in the changed media landscape journalists need to be multi skilled. Posts of social media editor or community editor are being created in newsrooms to handle the social media tools. The study has found that newsrooms use social media primarily for: branding and making a presence in the social media sphere, driving traffic to the company’s news website and for breaking news.

In an article titled “How social networking is changing journalism”, Mercedes Bunz, reports Richard Sam brook, the director of the BBC Global News Division as saying ‘mainstream media are adopting social media especially with blogging and twitter’ (Bunz, 2009). There was a transformation for the journalist from being the gatekeeper of information to sharing it in a public space. He explains how Sky News has a Twitter correspondent researching the micro-blogging platform. Sky News currently provides news on television, online, and on a range of mobile devices. John Kelly, a columnist for the Washington Post claims that ‘social media for him was not only important for citizen journalism, but for reaching out to the readers as well’. Mainstream media were exploring the use of social media to drive traffic; 8% of the Daily Telegraph web traffic came from social media.

A Hoot survey among 275 journalists and other related fields in India found that 28 percent of them use Facebook, whereas 11 percent use the Twitter. Both Face book and Twitter are used by 57 percent of journalists and 04 percent of them use none of the social media platforms. 68 percent use Face book as a news source and 61 percent use Twitter for the purpose.62 percent use Face book to follow others, for which 43 percent use the Twitter. For sharing other links, 49 percent use Face book as against 55 percent using Twitter. 48 percent of journalists each use Facebook and Twitter for disseminating personal work. Through a study based on survey among editors, Jennifer Alejandro (2010) found that newsrooms use social media networks mostly for three reasons, branding and making a presence in the social media sphere, driving traffic to the company’s news website and for breaking news. It also survey reveal that journalists are beginning to leverage on social media to receive, gather and distribute news, and they needs to be multi-skilled to cope with the change.

Exploring the question of how the integration of UGC into news work helps and hinders the role of the journalist, Lisette Johnston (2016) has concluded that, the rise of user-generated content has made journalists harness a variety of new

skills. As more news organisations move towards becoming 'digital first', the skills journalists are expected to possess have changed. The journalists are found to be actively engaged in "social media news gathering" for images, contacts and eyewitnesses across multiple platforms, a practice encouraged by their managers. Johnston concluded, "Being capable of processing user-generated content and being able to navigate social media platforms which audiences inhabit are becoming core skills which journalists need to possess and maintain".

Exploring the impact of social media on journalism, N. Newman (2009) has found that social media, blogs and UGC (User Generated Content) are not replacing journalism, but they are creating an important extra layer of information and diverse opinion. He further says "Journalists are beginning to embrace social media tools like Twitter, Blogs and Facebook, but very much on their own terms. 'Same values, new tools' sums up the approach in most mainstream organisations." According to the study, guidelines are being rewritten; social media editors and twitter correspondents are being appointed; training and awareness programmes are underway to effectively handle the technologies of news. Social media and UGC are fundamentally changing the nature of breaking news. They are contributing to the compression of the 'news cycle' and putting more pressure on editors over what to report. Most organisations are devoting significant resources to exploit social networks to drive reach.

Through a national level survey of social media use by journalists, Gillis & Johnson (2015) found that a majority of journalists are engaged in reading news and searching for news sources/story ideas. They also use social media to disseminate news stories. The researchers found that Journalists maintain public profiles with social networking sites as part of their professional role.

S. Gearhart & S. Kang (2014) in their study on influence of social networking comments on television have found that SNS (Social Networking Sites) comments have become an important part of the Television news- twitter comments being more acceptable as a news component than Facebook comments. A.S. Weiss (2015), through a survey of journalists in five countries, has found that journalists' daily routine on digital platform include searching information/sources online, fact checking, news gathering and posting information.

The populist mobilizer, disseminator, and interpreter roles are mostly associated with the daily task of journalists pertaining to digital media and social media. A study by Gagnon et al. (2014) reveal that journalists used social media for background information, beat reporting, and sources of information during the reporting of Delhi gang rape case. While the researcher's discussions on implications of social media in Indian journalism, several journalists accepted the creation of new beats for reporters (e.g. Social media beat). S.C. Sivek (2010) has found that social media is altering the socialization pattern for new and future journalists to socialize with their audiences. Many news organizations, indeed, have already attempted to integrate the use of social media into their operations to increase the distribution of their products and to augment audience engagement.

Agnes Gulyas (2016) found that elements and norms of journalistic processes became mixed and blended due to the social media adoption. Social media allowed journalists more individualisations to perform their journalistic practices in specific ways. Journalists used social media for a variety of professional tasks, not for a specific activity. They feel that they were more engaged with their audiences on social media.

A study by A.C. Adornato (2016) suggest that almost all local TV newsrooms have integrated social media into newscasts, to gather content or find story ideas for newscasts. The study says interacting with the audience and enhancing content are the primary reasons for using social media in newscasts. It further revealed that what is being talked about or trending on social media plays an important role when making decisions about stories to coverer. David H. Weaver and Lars Willnat (2016) in their study concluded that most U.S. journalists consider social media to have a positive impact on their work and reinforces a previous study that most journalists use social media to find ideas for stories, keep in touch

with their readers and viewers, and find additional information. But under social media pressure, the media has sacrificed accuracy for speed.

Alfred Hermida (2012) suggests that, the affordances and culture of social media are influencing how newsrooms are reporting the news, leading to discussions on key principles such as impartiality, verification, and professional behaviour. D. Bossio & S. Bebawi (2016) have concluded that journalists use social media to monitor, disseminate and promote news stories, and social media are most useful to save time and to quickly file reports. Terry Bloom et al. (2016) found that social media tools are used as an “add on” rather than as a replacement for traditional news dissemination. News managers use available metrics in various ways and deploy social media for promotional purposes.

They can immediately see what is ‘trending’ on social media platforms and then shape their messages accordingly. Suzanne Lysak et al. (2012) find in their research survey that 85% newsrooms studied regularly post links to their news stories on Facebook and Twitter. Newsroom managers strongly support social media to connect with viewers, and the majority encourage their staff to have a social media presence.

E.C. Tandoc Jr. and T.P. Vos (2016) find out three primary ways of social media use in newsrooms - monitoring, interacting and promoting. The researchers also pointed out that social media is engaging journalists to its audience and this is making Journalists marketer of the news.

Journalists post the links of news stories to promote that. Sue Burzynski Bullard (2015) through a survey of senior editors of U.S. print broadcast and online news outlets, found that 98 percent of the respondents use social media to post links to stories on Facebook and Twitter. By exploring the journalist’s perspectives on impacts of social media on the profession of journalism, Cheney Thomas (2013) has concluded that significant changes have come to journalism due to social media. Journalists find stories by using trending hash tags, seeing what politicians, company leaders and individuals are writing and discussing about. The Journalists interviewed have accepted the social media as a networking tool to connect with their peers and audiences. They also consider social media as a marketing tool to promote their own work. However, journalists have different views on personal and professional identities even if a majority feel that social media creates a fusion of both identities.

### **Rise of Social Media as News Platforms**

Merriam-Webster dictionary define social media as: "Forms of electronic communication (such as Web sites for social networking and microblogging) through which people create online communities to share information, ideas, personal messages and other content (such as videos)". The Oxford Dictionary (2011) defines social media as ‘websites and applications used for social networking’. As such, social media refers to the Interactive Web based technologies and applications that enable people to create online communities through sharing of information and ideas. Social media facilitate formation of networks of relationship connecting people of interest beyond the geographical boundaries. As social media technologies continue to evolve, they have different functions and uses.

Social Networking Sited (Facebook, Twitter), content sharing sites (YouTube, Flickr, Instagram), Wikipedia, blogging sites, social bookmarking sites (red it) etc represent the social media variety today. Social media, in fact, has extended news publishing to the street, giving the common man enough scope to share ideas and opinion with others. With the user’s generous contribution to the web resources, today, User Generated Content (UGC) constitute a much valuable resource, despite all its limitations. Jacka and Scott (2011) refers to social media as “a set of Web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers’. The growing influence of social media is evident from the data given in the table.

### Users of Social Media Sites

Name of Site	Users in Millions (Jan 2017)	Frequency of Use (Mar, 2016)			Use as a news platform (by % of social media Users as in Mar, 2016)
		Daily	Weekly	Less often	
Facebook	1871	76	15	7	66
Twitter	317	42	24	33	59
Instagram	600	51	26	22	23
LinkedIn		18	31	51	19

According to IAMAI-IMRB June 2015 data, Facebook (96%), Google Plus (61%), Twitter (43%), and LinkedIn (24%) are the most visited social media sites in India. The IAMAI-IMRB data also reveal that, in India, primary activities on social media sites are:

- Maintain profile- 59 %
- Update Status-58%
- Comment on someone’s blog-55 %
- Update self-created video, audio, music-53 %
- Read blogs, twits, customer reviews, watch video-49 %
- Publish a blog, article, own webpage-42 %
- Contribute to online forums, edit articles in Wikipedia-40 %

Gradually, but surely, Social media has emerged as a news platform, useful for audiences as well as journalists. It empowers audiences to share their news and views; whereas the user generated content (UGCs) offers journalists an important news source for their news stories. Various social media platforms provide an important feature – the hashtag (#), which helps journalists to find out what is being talked about by people on a particular topic. It also shows the daily trends of news being discussed all over the world, which helps the journalists in decision making about stories to be covered.

Social media sites especially Twitter and Facebook, indeed, have revolutionized journalism by changing the way news is gathered and stories are found. As complexities in social media landscape grow, new social media tools are invented for finding story leads, verifying facts, sharing stories, and driving interest. These useful journalistic tools facilitate social media integration into newsrooms, which eventually influence the structural, functional, and ethical aspects of professional journalism.

### Research Design and Methods

What forms the core of the study is a survey among selected Indian journalists pertaining to the use of social media in the news making process. The sample for the study was selected randomly from among those journalists having the experience of working with the traditional as well as the online news platforms. The selection assumed that a person acquainted with both the platforms could better understand the change. A list of such journalists from Delhi and NCR was first drawn by the researcher, and thirty of them were selected for the survey. A structured questionnaire, containing 10 questions relating to social media use by journalists was used as the principal tool of data collection. The questionnaire was administered among sample respondents seeking their response. The responses so collected are codified and presented in tables and charts. The data was analysed using simple statistical tools. The findings have been interpreted in the context of the research setting and generalized conclusions were drawn for wider applications of the research findings, in the sections that follow.

## **Data Analysis and Interpretation**

The very first question was intended to know the purpose of social media use by journalists. The respondents had three options to choose from- use of social media for personal purpose, its use in professional life, social media use both in personal and professional life. (All tables are given in appendix and analysis given as below).

Data in table-1 reveals that all the Journalists surveyed are using social media for both personal and professional purposes. It indicates that Indian media has embraced social media in a big way. Table-2 shows that Twitter is mostly used for professional purpose followed by Facebook. Twitter is used by 87.10 percent Journalists followed by Facebook used by 67.74 Percent Journalists. YouTube is used by 41.94 percent Journalists. A notable finding of the study is that YouTube is mostly used by TV Journalists compared to Print and Web Journalists. Also, Print Journalists are less dependent on Social media professionally. Web Journalists are highly using social media services professionally and they are using a variety of social media services too. The table-3 shows that Facebook is most widely used by Journalists personally followed by WhatsApp. Facebook is used by 83.87 percent of journalists and WhatsApp is used by 77.42 percent. It's interesting to note that YouTube and Instagram are more frequently used for personal work than Twitter. Data in table-4 shows that the primary purpose of social media use in personal life by journalists are to find information, and then to build relationship. Journalists have so much professional pressure that they use social media even personally to find the information. Few Journalists use social media for entertainment or to drive their interest. The table-5 evinces that journalists mostly use social media as a news source to find leads for stories. 96.77 percent journalists have accepted they use social media in their profession to find information and leads for stories. After this, journalists are equally agreed for disseminating own work and sharing other links on social media. The table-6 shows how often social media services are being used by journalists either personally or professionally. Both Facebook and WhatsApp stand high among the journalist's useful tools. 96.77 percent of journalists use Facebook. Twitter is slightly low in this list with the percentage of 87.10 while LinkedIn and Flickr are less used social media services. The table-7.1 shows that to find leads for stories, Facebook and Twitter are most used by most Journalists. Then, Social bookmarking sites are useful for journalists. Journalists accepted that YouTube and Instagram are more useful than WhatsApp to find leads of stories. Flickr and LinkedIn do not stand anywhere. Data in the table-7.2 shows which specific social media is most useful in disseminating own work of journalists. Facebook stands at the top of social media services and then WhatsApp to disseminate own work of journalists. The table-7.3 evinces that Twitter is most widely used social made tool by journalists to follow newsmakers. Instagram stands second in this category followed by Facebook. From table-7.4 journalists mostly use the Facebook to share other links, is followed by WhatsApp and then YouTube. Table 7.1, 7.2, 7.3, 7.4 reveal that Facebook and Twitter are most used social media services by Journalists. These Two are primarily used for finding leads of stories. The secondary use of Facebook is for disseminating own work of journalists. This is because Facebook is mostly used for personal purpose (Analysis from Table-3). WhatsApp is also more used for personal purpose, so it's after the Facebook to disseminate own work of journalists. The secondary use of Twitter is to follow newsmakers. The table-8 shows how many news organizations' have their own social media guidelines which are followed by journalists. 54.84 percent of journalists have accepted their organizations have own social media guidelines while 41.94 percent has denied. It's clear that almost half of the news organizations don't have their own social media guidelines. The table-9 shows which journalistic function has become easier by using the social media services. It is evident that 64.52 percent of journalists have accepted that finding information has become easier due to social media. Disseminating News and Networking with people/audiences are second and third respectively.

## Findings and Conclusion

The study found that keeping pace with the global trends, Indian journalists have embraced social media services in a big way both in personal and professional life. Twitter is mostly used for professional purpose followed by Facebook. The use of YouTube is more common among TV Journalists compared to Print and Web Journalists. An obvious finding of the study is Web Journalists more frequently use the social media services professionally compared to print journalists. In personal life, journalists mostly use Facebook followed by WhatsApp. In personal life YouTube and Instagram are more frequently used compared to the Twitter.

Find information, and build relationship tops the use of social media in personal life by Indian journalists. Some Journalists also use social media for entertainment or to drive interest. Journalist mostly use social media as a news source specially to find leads for stories, to disseminate their own work, and sharing other links. Facebook, WhatsApp, and Twitter are found to be the most useful tools among Indian journalists. The professional social networking service LinkedIn and Flickr do not find much favour in professional life of journalist.

To find leads for stories, Facebook and Twitter are used by most Journalists. Journalists also use social bookmarking sites. YouTube and Instagram are more useful than WhatsApp to find story leads. So far as dissemination of information is concerned, Facebook stands at the top of social media services followed by WhatsApp. Twitter is most widely used by journalists to follow newsmakers. Instagram and Facebook are also used for the purpose in that order. For sharing other links, Journalists mostly use the Facebook, which is followed by WhatsApp and then YouTube.

The advent of social media has made some journalistic functions easier, but at the same time it has also made some functions challenging for journalists. Finding information, for example, has become easier due to social media. Disseminating News and Networking with people/audiences have also become easier. On the contrary, due to the expanding volume of UGC, verification of the facts has become the most challenging job for journalists. Authentication and identifying Fake news are among other serious social media induced challenges for journalist. Writing interesting stories, checking hate news, pressure to break a story, ensuring neutrality constitute other challenges of social media.

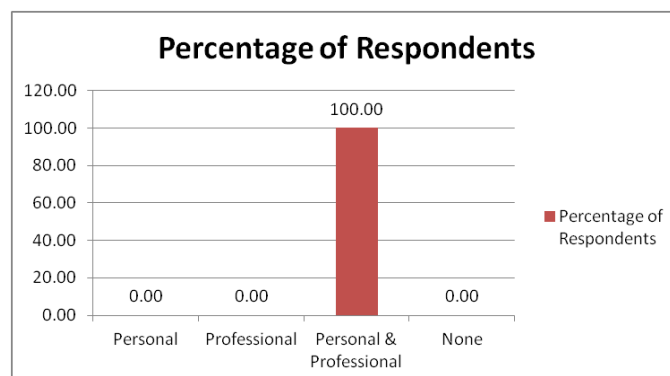
## Reference

- Adornato, A. C. (2016). Forces at the gate: Social media's influence on editorial and production decisions in local television newsrooms. *Electronic News*, 10(2), 87-104, DOI: 10.1177/1931243116647768.
- Alejandro, J. (2010). Journalism in the age of social media. *Reuters Institute Fellowship Paper, University of Oxford*, 2009-2010.
- Belair-Gagnon, V., Mishra, S., & Agur, C. (2014). Reconstructing the Indian public sphere: Newsworld and social media in the Delhi gang rape case. *Journalism*, 15(8), 1059-1075.
- Bloom, T., Cleary, J., & North, M. (2016). Traversing the "Tweetsphere" Social media policies in international news operations. *Journalism Practice*, 10(3), 343-357, DOI: 10.1080/17512786.2015.1017408.
- Bossio, D., & Bebawi, S. (2016). Mapping the emergence of social media in everyday journalistic practices. *Media International Australia*, 161(1), 147-158. DOI: 10.1177/1329878X16665494.
- Bunz, M. (2009). How social networking is changing journalism, the Guardian, published September 18, UK. <https://www.theguardian.com/media/pda/2009/sep/18/oxford-social-media-convention-2009-journalism-blogs> accessed 27th March 2017.
- Bullard, S. B. (2015). Editors Use Social Media Mostly to Post Story Links. *Newspaper Research Journal*, 36(2), 170-183, DOI: 10.1177/0739532915587288.
- Chorley, M. J., & Mottershead, G. (2016). Are You Talking To Me? An analysis of journalism conversation on social media. *Journalism Practice*, 10(7), 856-867, DOI: 10.1080/17512786.2016.1166978.
- Gillis, T. L., & Johnson, K. (2015). Younger Journalists More Likely to Use Social Media. *Newspaper Research Journal*, 36(2), 184-196.
- Gearhart, S., & Kang, S. (2014). Social media in television news: The effects of Twitter and Facebook comments on journalism. *Electronic News*, 8(4), 243-259.

- Gulyas, A. (2013). THE INFLUENCE OF PROFESSIONAL VARIABLES ON JOURNALISTS' USES AND VIEWS OF SOCIAL MEDIA: A comparative study of Finland, Germany, Sweden and the United Kingdom. *Digital Journalism*, 1(2), 270-285, DOI: 10.1080/21670811.2012.744559.
- Gulyas, A. (2016). Hybridity and social media adoption by journalists: an international comparison. *Digital Journalism*, 1-19, DOI: 10.1080/21670811.2016.1232170.
- Harper, R. A. (2010). "The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations." *Inquiries Journal/Student Pulse*, 2(03). Retrieved from <http://www.inquiriesjournal.com/a?id=202>
- Hermida, A. (2012). Social journalism: Exploring how social media is shaping journalism. *The handbook of global online journalism*, 309-328.
- ING News. 2014. Impact of Social Media on News: more crowd-checking, less fact-checking (#SMING14), Amsterdam. <https://www.ing.com/Newsroom/all-news/nw/2014-study-impact-of-social-media-on-news-more-crowdchecking-less-factchecking.htm> accessed 24 March 2017.
- ING News. 2015. Social media has a growing impact on the news #SMING15, Amsterdam. <https://www.ing.com/Newsroom/All-news/Social-media-has-a-growing-impact-on-the-news-SMING15.htm> accessed 28th March 2017.
- Johnston, L. (2016). Social News= Journalism Evolution? How the integration of UGC into newswork helps and hinders the role of the journalist. *Digital Journalism*, 4(7), pp. 899-909, DOI: 10.1080/21670811.2016.1168709.
- Lysak, S., Cremedas, M., & Wolf, J. (2012). Facebook and Twitter in the newsroom: How and why local television news is getting social with viewers?. *Electronic News*, 6(4), 187-207, DOI: 10.1177/1931243112466095.
- Newman, "The rise of social media and its impact on mainstream journalism", Reuters Institute for the Study of Journalism, Working Paper September 2009.
- Sivek, S. C. (2010). Social media under social control: Regulating social media and the future of socialization. *Electronic news*, 4(3), 146-164.
- Tandoc Jr, E. C., & Vos, T. P. (2016). The journalist is marketing the news: Social media in the gatekeeping process. *Journalism Practice*, 10(8), 950-966, DOI: 10.1080/17512786.2015.1087811.
- Thomas, C. (2013). *The development of journalism in the face of social media* (Master's thesis). University of Gothenburg, Sweden.
- Weaver, D. H., & Willnat, L. (2016). Changes in US Journalism: How do journalists think about social media?. *Journalism Practice*, 10(7), 844-855, DOI: 10.1080/17512786.2016.1171162.
- Weiss, A. S. (2015). The digital and social media journalist: A comparative analysis of journalists in Argentina, Brazil, Colombia, Mexico, and Peru. *International Communication Gazette*, 77(1), 74-101.
- Wood, J. T. (2009). *Communication in our lives* (5th ed.). Boston, USA: Wadsworth Cengage Learning.

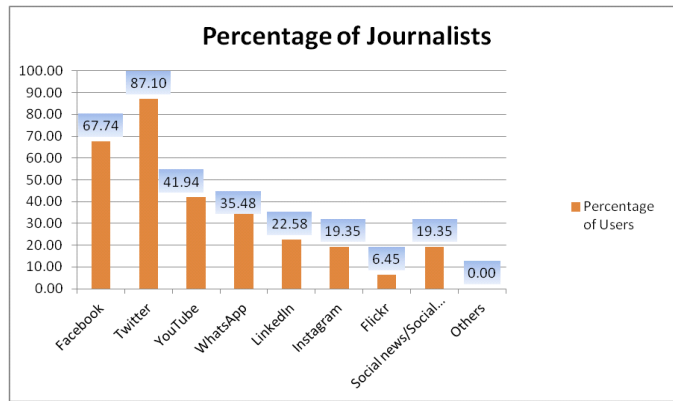
## Appendix

**Table - 1: Primary uses of social media by Indian journalists**

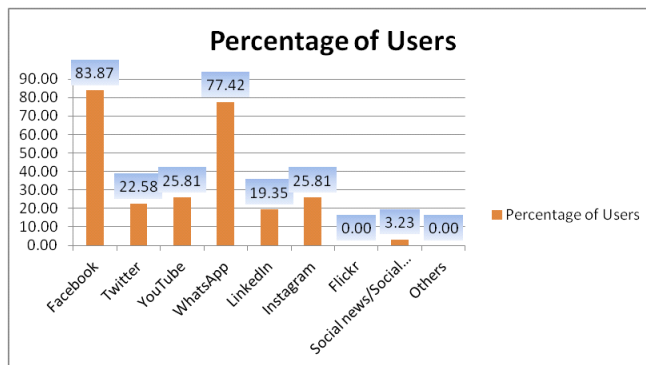




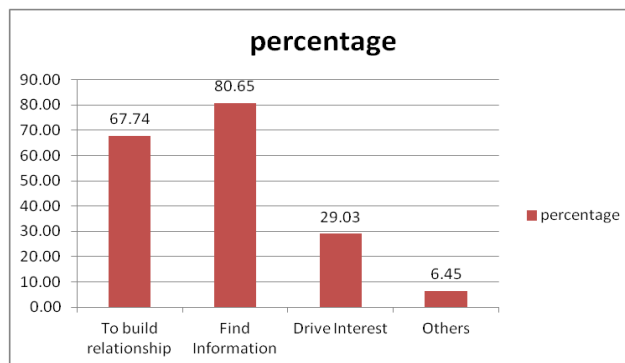
**Table 2 - Social media services mostly used by journalists for professional purposes**



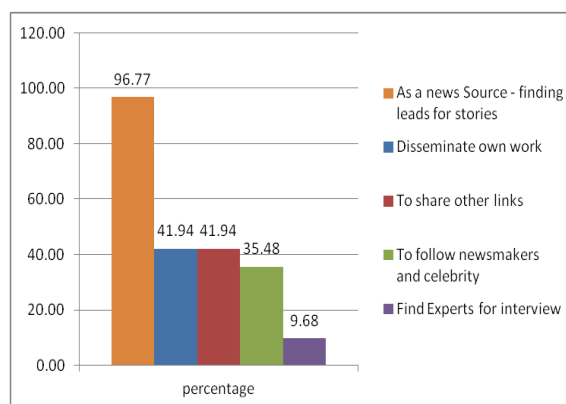
**Table 3 –Use of Social media services for personal purposes by journalists**



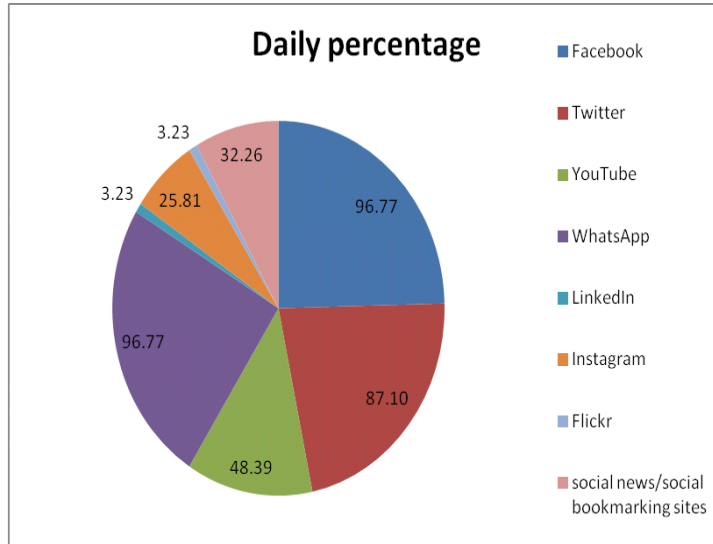
**Table 4 –Personal use of social media mainly relate to**



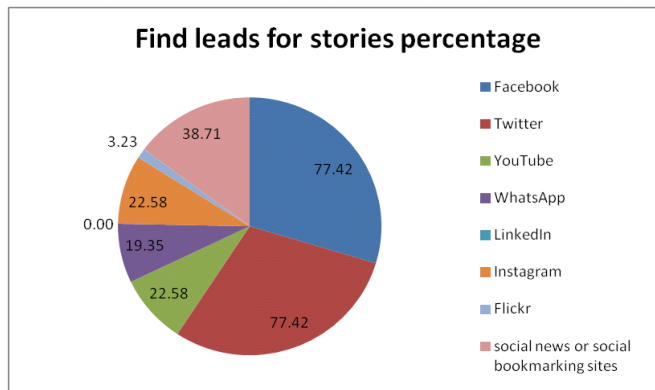
**Table 5 - Purpose for using Social media services professionally**



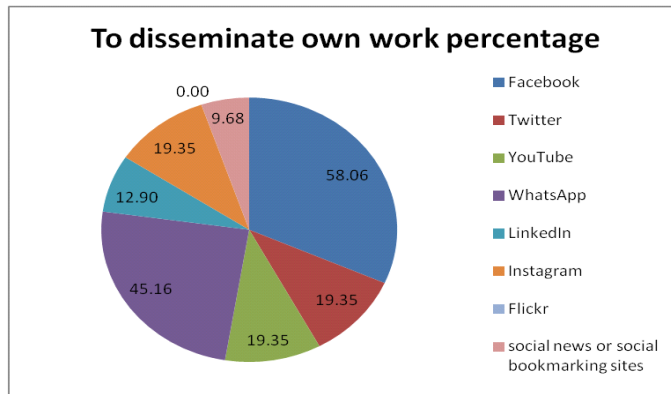
**Table 6 – Use of Social Media services by Journalists daily**



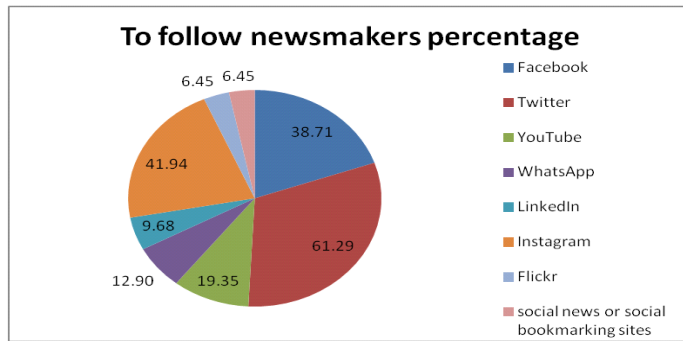
**Table 7.1 Use of social media services to find leads**



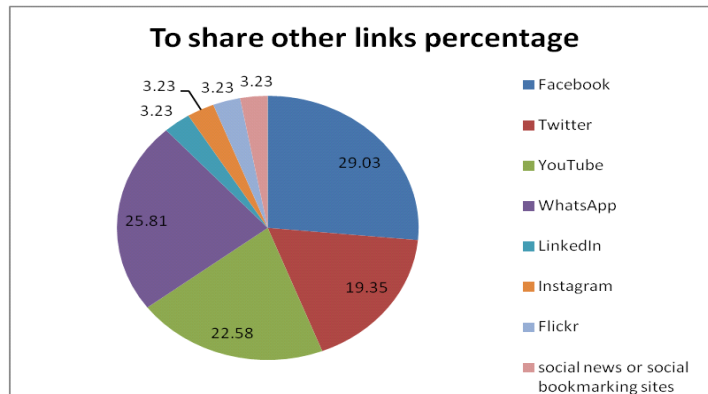
**Table- 7.2: Use of Social Media services to disseminate own work**



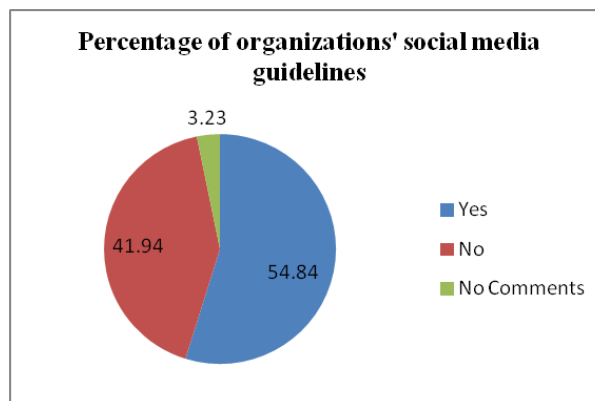
**Table – 7.3: Social media services used to follow news makers**



**Table – 7.4: Social media services used to share other links**



**Table 8 – Organisations has social media guidelines for Journalists**



**Table 9 - Journalistic work became easier by the social media tools**

