

**DEMOCRATISING NEWS GATHERING – A STUDY OF TWITTER
ADOPTION IN INDIAN POLITICAL NEWS JOURNALISM**

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by

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CERTIFICATE

This is to certify that the thesis entitled '**Democratising News Gathering – A Study Of Twitter Adoption In Indian Political News Journalism**' being submitted by *Subl Chaturvedi* to the Indian Institute of Technology Delhi for the award of the degree of **Doctor of Philosophy (Ph.D.)**, is a record of bona fide research work carried out by her. She has worked under our guidance and supervision and fulfilled the requirements for the submission of the thesis, which has attained the standard required for a Ph.D. degree of the Institute. The results presented in this thesis have not been submitted elsewhere for the award of any degree or diploma.



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Abstract

Twitter has emerged as a widely accessed and adopted social networking website. The democratic nature of this social media platform allows everyone who has potential to get noticed by news media editors and journalists or to connect with government officials and share their grievances. There is a lack of knowledge and primary research data on Twitter's impact on the work of journalists in India. This thesis looks at that impact and the changes brought about by Twitter on the news making, newsgathering and agenda setting processes in India. The thesis also examines the social networking site as a tool for grievance redressal aimed at strengthening the use of ICT in participatory governance. Triangulation methods were used by combining a qualitative analysis of communication theories as well as the technology adoption model (TAM) to understand the behavior of journalists in using Twitter as a source for news and as its dissemination. A focus group discussion was held in addition to structured interviews of journalists and other media personnel to fix the scope of this study, devise a relevant questionnaire, and get an in-depth look into the relationship between them and social networking sites. A structured questionnaire regarding the effectiveness of Twitter in serving and consuming political news was administered through Google survey form. The respondents of the survey included mainstream media journalists and editors. Results indicated that journalists trust Twitter and it holds value for news publication and broadcast correspondents. Though the adoption of Twitter as the primary source of political newsgathering is in its nascent stage, the use of Twitter by all political journalists and editors in making and breaking political news is widely accepted and acknowledged. Twitter is seen as a fast, effective and trustworthy source of news by the

journalists and its perceived ease of use makes it popular choice for all kinds of news seekers. This research addresses the lack of knowledge and data on Twitter's impact on political journalism in India and provides an insight into the shifting nature of journalism in the country. Reliability on Twitter for news gathering/dissemination is one of the many changes that are being brought on to meet the challenges of the digital revolution. Many journalists have become early adopters of technology (such as Twitter) while others are using Twitter as one of their many sources for political news. A positive correlation is found between perceived usefulness/ease of use of social networking sites and journalists' attitude to following political news; between attitude to follow political news and journalists' behavioural intention to accepting political news online; between the attitude to follow social networking websites and journalists' actual use of the site towards accepting political news online; and between intention to follow social networking websites and journalists' actual use of political news. The correlation between consonance of external factors of social networking websites with the adopter's values and journalists' attitude to follow political news was not found. The dependency and usefulness of Twitter highlights the importance and potential of social networking sites in agenda setting and news gathering. This research paves the way for and warrants further research into the importance of other social networking sites in accessing and distributing news.

Keywords: Social Networking Sites, Grievance Redressal, Political News and Communication, Journalists in India, Technology Adoption Model (TAM), Social Media

TABLE OF CONTENTS

Certificate	i
Acknowledgments	ii
Abstract.....	iv
List of Figures.....	ix
List of Tables	xiii
List of Abbreviations.....	xvii
Chapter 1 Introduction to The Study.....	1
1.1. The Indian News Media Scape	3
1.2. Social Networking Sites (SNS) – Emergence	8
1.3. Prosumer: The Producer and Consumer of News.....	10
1.4. Scope of the Study	13
1.5. Approaches of Data Gathering	14
1.6. Organization of the Thesis.....	15
CHAPTER 2 LITERATURE REVIEW	17
2.1. Journalists’ Engagement with Political Affairs via Social Networks	18
2.2. Telegram to Instagram: A revolution in Mediascape	19
2.3. Gender Based Differentials of Social Networking.....	21
2.4. Consumption Patterns of Social Networking Sites.....	22
2.5. Growth of Social Media: Fascination to Necessitation.....	24
2.5.1. Digitization of News Content.....	26
2.5.2. Citizen Journalism	27
2.6. Theoretical Framework	28
2.6.1. Diffusion of Innovation Theory.....	29
2.6.2. Agenda Setting Theory	31
2.6.3. Gate Keeping Theory.....	32

2.6.4. Framing Analysis Theory	32
2.6.5. Priming Theory of News Media	34
2.6.6. Knowledge Gap Theory	35
2.6.7. Magic Bullet / Hypodermic Needle Theory	36
2.6.8. The Theory of Reasoned Action (TRA).....	37
2.6.9. Technology Acceptance Model (TAM) and Its Extensions.....	39
2.6.10. Theory of Planned Behaviour (TPB).....	42
2.6.11. The Social Cognitive Theory (SCT).....	46
2.6.12. The Unified Theory of Acceptance and Use of Technology (UTAUT)	46
2.6.13. Conclusions.....	48

Chapter 3 DEVELOPMENT OF SOCIAL MEDIA GOVERNANCE MECHANISM.51

3.1.Social Media-Led Governance for Instant Communication	52
3.2.Growth of Participatory Governance: Reversing the Bottom-Up Approach.....	53
3.3.Participatory Governance via Social Interaction Networks.....	54
3.4.Social Media Based Grievance Redressal – Case Studies.....	55
3.5.Challenges for Participatory Digital Governance	57
3.6.Methodology Adopted for Studying the Role of SNS for Participatory Digital Governance.....	60
3.7. Detailed Analysis: The Grievance Redressal Mechanism of Twitter	60
3.8. Data Gathering & Analysis: The Grievance Redressal Mechanism of Twitter	61
3.9. Development of Social Media Governance for Democratizing News Gathering: The Road Ahead	66
3.10. Conclusions.....	70

Chapter 4 RESEARCH METHODOLOGY.....72

4.1. Objectives of the Study	74
4.2. Research Questions	74
4.3. Hypotheses of the Study.....	75

4.4. Tools of Data Collection.....	76
4.4.1. Focus Group Discussion	76
4.4.2. Development of Survey Instrument.....	77
4.4.3. Structured Questionnaire.....	78
4.4.4. Technology Acceptance Model (TAM) – Proposed Model of the Study	84
4.4.5. Rationale of using Technology Acceptance Model (TAM).....	85
4.5. Sampling Technique.....	93
Chapter 5 RESEARCH FINDINGS & DATA ANALYSIS.....	95
5.1. Parametric Test	97
5.2. Findings of the Survey	105
5.3. Chi-Square Test.....	108
5.4. Data Analysis	123
5.5. Modification of TAM and its implications for Journalists	126
5.6. Reliability Analysis.....	127
5.7. Testing of Hypothesis	158
5.8. Behavioural Usage (BU) Model – Proposed by the Researcher	161
5.9. Discussion.....	169
5.10. Role of Twitter in Agenda Setting and Gate-Keeping.....	170
5.11. Conclusion of the Survey Results.....	171
5.11.1. The Frequency of Journalists’ Social Networking Sites (SNS) Usage for Accessing Political News	172
5.11.2. The number of Social Networking Sites (SNS) used by journalists for Accessing Political News	172
5.11.3. Journalists’ Primary Source of Political News	173
5.11.4. Journalists’ most accessed social networking site for accessing political news..	173
5.11.5. Journalists’ Frequency of Reading Political News Per Day	174
5.12. Journalists’ Usage of Twitter for Reading Political News	175

5.12.1. Time period of journalists’ engagement with Twitter for political news.....	175
5.12.2. Frequency of using Twitter for accessing political news per day.....	175
5.13. Summary Table of the Findings Pertaining to Research Questions	176
Chapter 6 CONCLUSION	179
6.1. Participatory Digital Governance via Twitter: Conclusions	180
6.2. Social Networking Sites: From News Gathering to Agenda Setting.....	186
6.3. Limitations of the Study.....	188
REFERENCES.....	190
APPENDICES	
Questionnaire-Information on Social networking sites	198
Brief Bio-Data of the Researcher	
List of Publications	

LIST OF FIGURES

Figure	Title	Page
1	Model proposed for the Study: The Technology Acceptance Model, version 1	15
2	Theory of Reasoned Action.....	38
3	Technology Acceptance Model (TAM).....	39
4	The Extension Model of TAM (2005).....	41
5	Extended TAM2 Model (2000).....	42
6	Combined Technology Acceptance Model and Theory of Planned Behaviour	43
7	Combined TAM and TPB (Taylor and Todd, 1995) Model of Personal computer Utilization.....	44
8	The Model of PC Utilization.....	45
9	The Unified Theory of Acceptance and Use of Technology (UTAUT).....	48
10	Categorization of public grievances redressed by the government ministers via Twitter.....	62

11	Representation of average time taken by the Government of India ministries in grievance redressal in case of life threatening, need based and medical issues.....	64
12	Representation of time taken by the government ministries of India for grievance redressal in case of safety & security related grievances and other miscellaneous grievances.....	65
13	TAM Model.....	87
14	The frequency with which the journalists use Social Networking sites for accessing political news.....	100
15	Pie-Chart showing the favorite Social Networking Site for accessing political news.....	103
16	Frequency of Journalists' usage of Social Networking Sites for accessing political news.....	105
17	The number of social networking sites visited by the journalists for accessing political news on a regular basis.....	107
18	Representation of journalists' media sources of political news.....	113
19	Favourite social networking sites of journalists for accessing political news....	114
20	Journalists' frequency of reading political news in a day.....	118

21	Time duration of journalists' engagement with Twitter for accessing political news.....	119
22	Journalists' usage of Twitter for accessing political news.....	120
23	Individual Construct Structural Equation Modelling (SEM) Models	130
23	Individual Construct SEM Models – Perceived Usefulness.....	134
25	Individual Construct SEM Models –Measurement models-Trust.....	138
26	Individual Construct SEM Models –Measurement models- Abstractness.....	141
27	Individual Construct SEM Models –Measurement models-Affective.....	145
28	Individual Construct SEM Models –Measurement models - Behavioural Intention to Use (BIU).....	148
29	Individual Construct SEM Models –Measurement models-Actual Use.....	149
30	Behavioural Usage Model.....	151
31	Structural Equation Modelling (SEM).....	154
32	Behavioural Usage (BU) Model.....	161
33	Behavioural Usage Model (BUM).....	166

LIST OF TABLES

Table	Title	Page
1	Statistics for normality test for journalists using social networking sites for accessing political news.....	98
2	Normality test results for the consistency of journalists using social networking sites for accessing political news (valid).....	99
3	One Sample T- Test statistics for how consistently the respondents use social networking sites for accessing political news?.....	100
4	One Sample T-test results for the use of social networking sites for accessing political news.....	101
5	One sample t-test statistics for the most loved social networking site for accessing political news.....	104
6	One-sample t- test results for the most loved social networking site for accessing political news.....	104
7	Chi-square test results for the determination of the relationship between the long range informal communication sites and the use design.....	109
8	Symmetric Measures for the Chi-square test for determining the relationship between the long range informal communication sites and the use design.....	110

9	Chi Square Test results for the association between the social networking websites and their usage pattern.....	111
10	Symmetric measures for Chi Square Tests to find out the association between the social networking websites and their usage pattern.....	112
11	Chi- Square test results for the relationship between journalists' main source of and favourite social networking sites for accessing political news.....	115
12	Symmetric Measures for the relationship between journalists' main source of and favourites social networking sites for accessing political news.....	116
13	Likert scale results for journalist's responses on twitter use for accessing political news.	121
14	Case proceeding summary for the reliability tests.....	128
15	Statistics for the Cronbach's Alpha reliability test.....	128
16	Codes of confirmatory factor analysis.....	129
17	Values for Incremental, Tucker-Lewis, Comparative and the Goodness fit indices	130
18	Variable codes and corresponding Journalist's statement.....	131
19	Standardized Regression Weights: (Group number 1 - Default Model).....	132

20	Perceived Ease of Use (PEU) readings and fit indices.....	133
21	Summary of Perceived Ease of Use (PEU).....	134
22	Connotation for the variables Perceived Usefulness.....	135
23	Standardized Regression Weights: (Group number 1 - Default model).....	136
24	Summary Table of Perceived Usefulness (PU).....	137
25	Summary of Perceived Usefulness PU.....	138
26	Connotation of the terms used in Variable Trust.....	139
27	Standardized Regression Weights of Trust (Group 1).....	140
28	Summary Table of Variable: Trust.....	141
29	The connotation of the variables used in Abstractness (A).....	142
30	Standardized Regression Weights of Abstractness (Group number 1 - Default model	143
31	Summary Table of Abstractness.....	144
32	Connotations of variables used in the Affective (AF) Variable.....	146
33	Standardized Regression Weights of Affective (Group number 1 - Default model)	147
34	Summary Table-Affective (AF).....	148

35	Summary Table of Actual Use.....	150
36	Summary Table of the Default Model.....	153
37	Summary Table of Model.....	157
38	Regression Weights of the Variables (Group number 1 - Default model).....	158
39	Connotation of the variables of Behaviour Usage (BU).....	162
40	Standardized Regression Weights of BUI (Group number 1 - Default model).....	162
41	Summary Table of the Behavioural Usage Model.....	163
42	Summary Table of the Model 2.....	165
43	Regression Weights of the behaviour Usage model (Group number 1 - Default model).....	167
44	Summary of the research questions, methodology used to obtain results, results and conclusions.....	176

List of Abbreviations

AU	-	Actual Use
BI	-	Behavioural Intention
BIU	-	Behavioural Intention to Use
BU	-	Behavioural Usage
CFA	-	Confirmatory Factor Analysis
BUM	-	Behavioural Usage Model
NFI	-	The Normed Fit Index
PEU	-	Perceived Ease of Use
PU	-	Perceived Use
RMSEA	-	Root Mean Square Error of Approximation
SEM	-	Structural Equation Modelling
SNS	-	Social Networking Sites
TAM	-	Technology Adoption Model
TLI	-	Tucker-Lewis Index
TPB	-	Theory of Planned Behaviour