



News Sharing Tendency of University Students on Social Media Platforms

MSS Dissertation

Submitted by:

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Department of Journalism and Mass
Communication

Daffodil International University (DIU)

Supervised By

Dr Sheikh Mohammad Shafiul Islam

Associate Professor and Head

Department of Journalism and Mass Communication (JMC)

DATE OF SUBMISSION

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Dr Sheikh Mohammad Shafiul Islam
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Sub: Application for submission of my dissertation for approval.

Dear Sir,

I am contented to state that ‘**News Sharing Tendency of University Students on Social Media Platform**’ as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enriched both my inner knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Sincerely yours,

Dewan Shahnoor Alam Sourav

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Letter of Approval

This is to certify that Dewan Shahnour Alam Sourav, ID: 192-28-294 has done his Masters dissertation entitled, **‘News Sharing Tendency of University Students on Social Media Platforms’** under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Masters in Social Science (MSS) in Journalism and Mass Communication at Daffodil International University

The study is expected to contribute in the field of Journalism and Mass Communication as well as in further study about credibility of online newspapers.



.....
Dr Sheikh Mohammad Shafiul Islam
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4/2, Sobhanbag, Dhaka 1207

Declaration of Authorship

I do hereby declare that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,



Dewan Shahnoor Alam Sourav

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I must express my very profound gratitude to my parents and to my friends for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

Dewan Shahnoor Alam Sourav

Abstract

The study titled ‘**News Sharing Tendency of University Students on Social Media Platforms**’ was designed to know the university student’s digital behavior over the social from viewpoint of sharing and reading habit of daily news . The study shows, most of the students reads their daily news over online which are available on their smartphone and computers, a very few numbers uttered that they prefer hard copy newspaper. Most the students realize the value information and news they get from the social media but sometimes they faced difficulties to understand in many special cases. A lot of students used ‘misinformation or rumor’ but a very actually admitted this. The studnets who use ‘fake news’ is claimed hazy clamorous news outlets crammed the whole scenario. The students opined that, they would be more beneficial if they get more information more from news outlets over the media using smart devices with the help of digital technologies.

Key words: *Social Media, Understanding New, Online News, Facebook, Twitter, Newsfeed, Hard Copy newspaper, Smart Phone, Public Interests etc.*

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CHAPTER ONE

Background

1.1. Introduction

Since, Liberation war in 1971 Bangladesh's mediascape has transformed throughout the timeline. From predominantly newspaper-based media to television and now the arrival of global disruption internet dominating the picturesque. Since 90's Bangladesh newspaper industry was solely focused on the newspaper. Now in 2020, nearly 34 licensed television channel broadcasting to seventeen about crores of people, along with four hundred daily publication from the capital in conjunction with countless online news portal. Many televisions with license waiting in que to start soon. Afterwards in 2020 the definition news has been changed to the readers. Super boom of smartphone and computer devices made it much easier to small screen. Arrival of bdnews24 on 2006, which still dominates a large volume to readers of the internet. It seems, social media has become a dynamic platform for the people for sharing their thoughts and Facebook has become one of the easiest platforms for sharing thoughts. Urban people linking to read online news portals for update stories. Social media like Facebook and Twitter expose segments of the population to news who might not have gotten it otherwise, which fundamentally changes the way we have to conceptualize and measure news use and exposure in an online environment.

This experiment was conducted to focus mainly on the ‘**News Sharing Tendency of University Students on Social Media Platforms**’ in the capital Dhaka. This study identified students understanding of news produced by the national news outlets and their sharing characteristics over social media.

1.2 Objectives of the Study

This thesis on the earlier stated title ‘*News Sharing Tendency of University Students on Social Media Platforms*’ is prepared to fulfill the particular requirement of the thesis program as 3 credits of the MSS program of perception and communicating that news over the social media platforms. The specific objective of this thesis is to know university going student’s news reading, sharing and daily news consumption behavior throughout the time. In reality many newsroom bosses earlier claimed over symposiums that the crisis is deepening in the media of Bangladesh because they are losing newspaper audience for the hardcopy, on contrast their online version gaining a new pace in the internet. In the midst of the electronic media crowd, the newspaper survived with confidence. Now the newspaper industry is also facing a big crisis due to social media.

The specific objectives of the study were to understand:

- a. Access of students to the information on social media and their sharing natures
- b. Their level of understanding of the messages over the social media and online news portal which are available.

- c. The student's viewpoint of knowledge on the harmful effect misinformation and 'Fake News'
- d. Exploring of designing online news messages which are decipherable limit

1.3 Literature Review

Marshal McLuhan (1967) illustrated television as a “visual, oral and tactile media which is much more participatory and soothing than those of the print media”. Television has the ability to show a variety of programs that can engage viewers through sights and sounds stirring their imagination and affirming their sense of the real world.

The Web revolutionized communication twice. First, when it was invented, and second, when social media enabled people, who are no computer specialists, to make content publicly available to other users. Earlier broadcasting media could not be used by private individuals to broadcast their thoughts. (Claudia Wyrwoll , 2014, p. 1)

The possibility for everyone to easily publish and share content with the public through the World Wide Web has changed communication. Social media has transformed mass communication from the monopoly of the unidirectional communication medium of the traditional mass media (i.e., printing press, television and radio) to multidirectional communication where everyone can participate. Social media facilitated a shift from a consume-oriented communication culture to a communication culture of participation. A world in which a small number of people report, create, decide, and form opinions is developing into a world in which everyone has opportunities to actively participate (Fischer, 2011).

CHAPTER TWO

Methodology of the Study

In this chapter, I have discussed the research methodology and design, area of study, total numbers of students participated in the research questionnaire, sample of the population, sampling technique, and instrument for data collection, validation of the questionnaire, administration of the instrument and method of data analysis

2.1. Research questions:

1. Do the students get necessary information regarding their lives and from the news outlets?
2. Do the university students understand the information provided in the news?
3. Do the information address the needs of the university students?
4. How do they evaluate the messages given by the newspapers/portals?
5. Is the information on any special event seems credible to the students?
6. Which source of information do they prefer to news and why?
7. Is newspapers online version is much popular compared to newspapers?

2.2. Methodology of the Study

The study has been conducted applying survey method. Survey method is a popularly used approach of gathering information from the audiences about their views and experiences of a particular newspapers. Since my study is about the sharing tendency of publicly delivered news services, I have conducted a survey on the university going students' readers. I have discussed about the audience survey below:

2.3. Audience Survey

I have conducted a survey on 100 university going students based in the capital Dhaka, considering my time and budget limitations during the study period. The survey was conducted in into five universities including 2 public, 2 private, 1 science and technolog and one engineering based university

2.4 Selection of Survey Areas

1. University of Dhaka – (20 Graduate + 10 Post Graduate) – Dept. English + MCJ + Social Science + IR + Criminology + Bangla
2. Bangladesh University of Engineering and technology (BUET) - (10 - graduate)
3. Ahasanullah Science and Technology University (AUST) – (20 graduate)
4. Central Women's University (CWU) – 20 (graduate + post graduate)
5. Daffodil International University (DIU) – 20 (Graduate+ Post graduate)

2.5 - Selection of Sample Population

The survey has covered a total of 100 students from the respective institutions from the capital Dhaka. From each university at least 20 students have participated in the study.

While, selecting samples, gender, age, education, sub-sectors, and income were considered as the respondent's socio-economic characteristics including their highest level of education and their father's occupation. How often they share news over the social media that also tried to bring to reflection in questions. The whole structure of the university going students are currently either studying or about to completion of their academic life. Most of the students acted upon their freedom to them opine on answers. Two engineering university, one dedicated women's education institution was chosen to make this survey unique. The stability and peace of the country depends to a large extent on the youth of the country that's why youth population was selected to realise the current scenario.

Survey area

2.6 Study Implementation

The study was implemented through the following process:

Developing Questionnaire: After reviewing relevant literature, a draft questionnaire was developed. The questionnaire contained both the close and open-ended questions.

Pre-testing: The draft questionnaire was pre-tested for understanding the weakness of the draft questionnaire.

Finalizing of questionnaire: All of the questionnaires were finalized based on the pre-testing experiences from the media arena.

Data collection procedure: To find out the expected respondent, every university campus was visited based on random sampling procedure.

Developing Data Entry Frame and Data Entry

With completing data collection, a data entry frame in consultation with my supervisor was developed. The data entry has been carried out in SPSS (Statistical Package for Social Science) program. The guidelines and codebook prepared was also maintained during the data entry.

Data Cleaning

Entered data were checked and verified for any error that arose due to oversight or other human errors. It was detected and corrected to ensure accuracy.

Data Analysis

After correcting the data, it was analyzed in SPSS (Statistical Package for Social Science). Necessary outputs in the forms of tables, graphs and charts were developed.

Preparing Report

After analyzing data, the research report was prepared.

CHAPTER THREE

Discussion of Findings

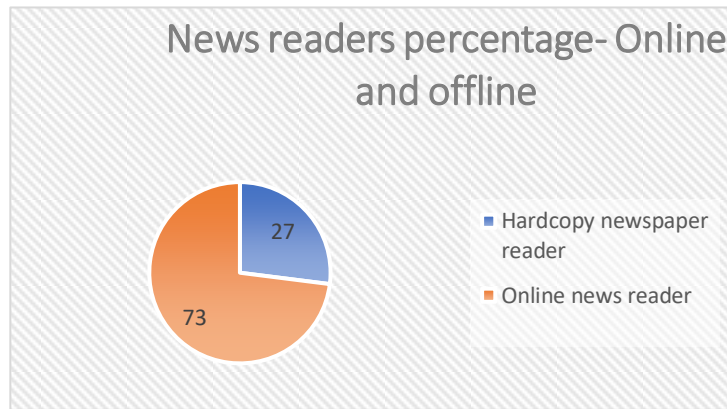
In this section, the survey outcomes have been discussed on the basis of the research Questions (RQ). The study was conducted based on bellows RQ's:

1. Do you read newspaper? Which newspaper you often browse on the internet?
2. What do you prefer? How many hours you spent on over social media per day?
3. Do you think Facebook/social media connects you with current issues?
4. How many news you share over social media? Which news you share most?
5. Do you share these news post directly? Do you feel fear regarding sharing news on social media? Do you share your news post comments? Do you share your news with self-intention or someone provokes you?
6. Do you share online news (links) on your Facebook timeline? If you share, then why do you share news links on your Facebook time line? (Mark more than 1, if needed)
7. Do you see online portals page 'news links on your Facebook timeline?
8. In your newsfeed who share's most of the news? (Mark more than 1, if needed)
9. Do you think online news links supports you to express your thoughts when you share news links? Does your shared news seem credible and objective to you?
10. Does online news portal's news get biased and influence unnecessary towards international issues rather than local issues?

11. When you share any online news via Facebook, do you also share this news to anyone's personal inbox?
12. Do you believe in this current popular term 'Fake news'?
13. Sharing news makes you aware and helps you to decide in daily city life?
14. News generally comes to your feed or you search for it? Which online you prefer most for sharing news?
15. Online news contains multimedia contents are easily understandable? Scrappy news piles on your newsfeed from others? As a reader how you react to any 'Fake/incorrect' news? Does online news you share, follow minimum standard of Journalism ethics?
16. Online news sharing tendency making you up ill day by day?
17. As an alternative medium online news can change anything to life/society/ country?
18. Main stream media losing trust because of online news then don't you think next future belongs to online news?

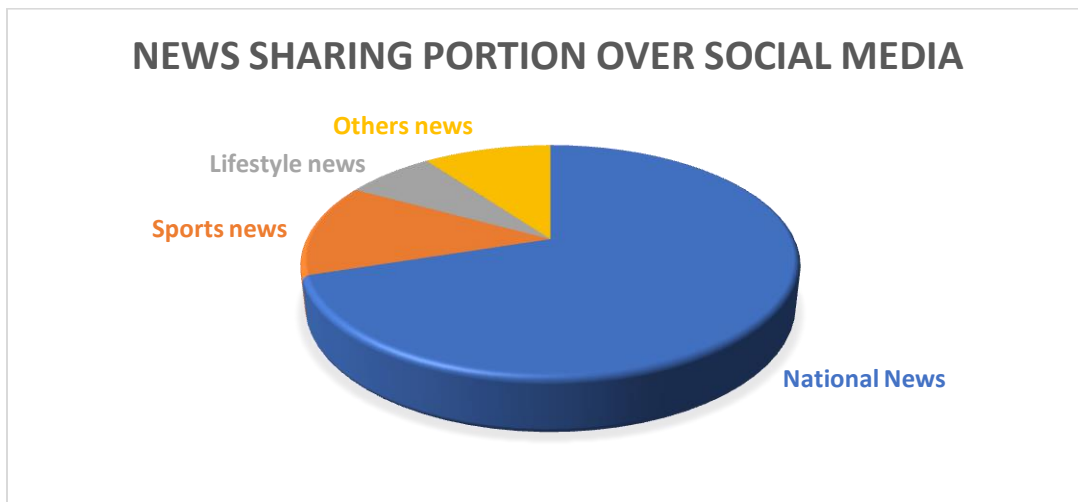
3.1 Do university going students read newspaper?

Only 27 percent university goers buy hardcopy newspapers for their everyday up to date information. 73% reads news over online and social media. 76% browse online version of Bangla



daily The Prothom Alo for on demand of any sort of information or cross check. There are numerous news outlets serving the whole country. The declining numbers of newspapers seems true nowadays. If anything happens across the country, people are now getting it through social media including Facebook, Twitter. As a result, the interest in waiting 24 hours to see the news the next day on newspaper page is immensely declining. This situation is also seen as one of the reasons for the media crisis. Most of respondents claimed due to availability of instant news they prefer capital Dhaka online news portals; even it is the newspapers online version. 64 percent university students pass 4-6 hours over social media including browsing and streaming. 12% spends less than one hour, and 24 spends 24% over internet.

3.2 University going netizens shares 70% news related to national interest



If they share 70% of total news are related to national issues, while 13% shares about sports, 7% about lifestyle 10. A total 80% considers Social Media connects them to current issues. 82% shares news posts to public, where only his/her Facebook friends and relative can read those posts. Rest of 18% post publicly which is accessible from search engines.

3.3 More than 70% students are feared to share news

Throughout the social media's expansions and introduction of Digital Security Act, 71% fears expressing thoughts over internet related to national subjects. 93% of post students share over internet are from their self-interest. 89% shares news just to express their thought. 95% students seen news portals sponsored link in their newsfeed. 78% news comes to their newsfeed from friends. According to many journalists, the newspaper survived with some confidence even in the midst of the electronic media crowd. Now the newspaper industry is also facing a big crisis due to social media.

There are allegations that the political affiliation of the senior and even in many cases the journalists involved in the newspaper has become an issue. Besides, there are allegations that the government has stopped the advertisements of big private companies or corporate organizations in some newspapers due to conflict of interest.

Many of those involved in the newspaper have complained that government advertising is still used as a tool in newspapers. However, a few months ago, a number of people, including journalists, were fired from economically good newspapers like Prothom Alo. There have been incidents of manpower cuts from many newspapers. An extreme crisis is also visible in the newspapers industry. Many electronic media workers have alleged that the electronic media has lost people's confidence due to lack of freedom of expression and inability to operate independently due to government pressure. In the case of such a statement, the TV official is arguing that after getting a license with a political identity, the person is using his media as a shield for another business. But without investing much in it, he is now running an organization. Online advertising is becoming popular as the limited advertising market is becoming much wider. The number of online readers of The Guardian, Times, Telegraph and Financial Times has increased, in some cases doubling. The demand for reliable, well-edited and fact-based news is undoubtedly skyrocketing. It is almost impossible to finance. The security wall of the newspaper is the revenue received from advertisement and circulation.

But the income from these two sectors is continuously declining. Newspapers are going through the roots of good journalism and organizations like Google and Facebook are benefiting.

3.4- Above 80% students are aware of 'Fake News' term:

83 % percent students be certain of in 'Fake News' term. 64 % reacts to fake news and comments, others maintain silence in this regard. 68 % prefers to share Newspaper's online news (Such as, Prothom Alo, Jugantar and The Daily Star). 93 % can decipher multimedia contents served by social media. The advent of social media has opened up many avenues of news for a reader. He is no longer dependent on newspapers, television and radio. He is immediately aware of any news through social media. He is no longer dependent on newspapers, television and radio. He is immediately aware of any news through social media. Not only this, with the help of fire you can do welding. Newspaper readers did not have that opportunity; He had to write a letter to the editor, whether the letter was printed or not, if it was printed a few days later, etc.

There were many problems. But now whoever has a smartphone in his hand is able to express his opinion and his opinion is reaching a huge number of people at once. Never before in the history of the world has there been so much freedom of expression. Because the reach of a newspaper, a TV channel or an online news portal is very limited compared to the prevalence of social media. Never before in the history of journalism has there been such freedom of exchange of information and expression at the civic level; Not even in the history of civilization. One of the major weaknesses of social media is that the news that is exchanged there is not verified or sorted out, it is unedited. There is no discrimination in saying something, saying whatever one wants. And lying, fabricating themselves; Telling someone to humiliate or endanger. Social media is also being used for the purpose of creating social unrest. As we saw in Bholra a few days ago; have seen it before in Ramu. Thus, see that people in one community are using social media to endanger people in another community.

Many countries around the world are taking steps to enact digital security laws with the opportunity to share irresponsible information through social media. Apparently, when things like Bholu and Ramu are happening, which is also happening abroad, there should be a control. It has a rationale. But taking advantage of this, the governments of different countries are making very strict laws and are enforcing them in some countries. As a result, independent journalism is being severely hampered. Just as journalists can take a country forward through their news, they can also take a country backwards. Irresponsible or biased journalism can be as destructive to development as it is to the national interest. India, the world's largest democracy and Bangladesh neighbor, it been on the decline in the media freedom index for the past few years.

3.5 -- 84 % thinks online news medium is the future

However, 79 % casts doubt over ethics of online Journalism in the country. Journalism now faces a tough challenge around the world in terms of the exercise of independence. Independent journalism has always been challenged by those in power. Discussions and debates about how independently the media or its staff can work in Bangladesh are quite old. In 2019, Reporters Without Borders is an international organization according to a report on media freedom, Bangladesh's position among the 180 countries has dropped four places to 150 from the previous year. In the age of digitalized and globalized communication systems, the lack of proper control has created information chaos. Propaganda, advertising, rumors and journalism are in direct competition. The difference between commercial, political, and editorial content is growing. And this is destabilizing the democratic assurance of freedom of speech and expression. It is the old habit of the governments to make forceful laws to seize the media or to sharpen the old ones by amending them. Attempts to knock out the media are also visible by raising the smoke of patriotism or hanging anti-consciousness tags. Against this background, in some cases, the media has become a 'praise medium' - an example, but nothing less. This is encouraging the enactment of dangerous laws. Under the pretext of shutting down 'fake news', these laws are going to crack down on independent and critical journalism. The epidemic has created opportunities for rapid spread of rumors and fake news viruses.

Digitization has put the media under pressure in many countries. News agencies have reorganized and laid off journalists, citing declining sales, falling advertising prices and rising production and distribution costs. In the United States, for example, the number of media jobs has halved in the last ten years. Economic This problem has social implications. And all over the world, it has affected the editorial freedom of the media. Newspapers are in a much weaker economic situation. And naturally they are less able to handle stress. Even after all this, the media is at the top of the people's trust and confidence. Amidst the controversy over the ineffectiveness of many democratic institutions, the media has survived because of the opportunity to express its views. But journalists are the front-line fighters in the daily battle for this opportunity. And ensuring the opportunity to express this opinion is the main struggle of a journalist. 'Journalism is not a crime' — this one revelation capitalizes on the constant struggle of journalists, owners and, above all, the media for freedom of expression and the right to freedom of expression.

However, the financial capacity of the media in the western countries, the job security of journalists, etc., as much as it provides strength, the media in countries like Bangladesh is as weak as wind of castle. The initial policy statement of the media is not different for both. And who doesn't know, policy itself is power, it doesn't need any other power. Besides, hope is above everything

CHAPTER FOUR

Conclusion and Recommendations

4.1- Conclusion

The study was conducted to understand the university going students understanding delivered news on social media. I have found that a major portion of the current generation don't bother about news even the surroundings. Just ten years ago people used to wait for reading newspaper. Throughout the time the scenario of the digital media has been remarkably change due to invention of smart devices and expansion of internet facilities across the country. Now news goes beyond the border. Grounded on this study, it is rational to say that most of university going students reads their news and shares it over social media. Advent of digital technology helped people to get the news on time, on the other hand newspapers have their printed paper reader. Although the same reader goes online to seek news deliberately to feed their demand. Piled up news link over social media newsfeed thrown peoples confusion to a new level where they can't differentiate the truth or false in the light of haziness. Times have changed unprecedently we have to cope up with new reality of news and the worlds. New youth generation glued with their handy devices where everything is easier and even free of cost to consume news. News outlets are facing tough time in the meantime opening a wider window of news digital globe.

4.2-Recommendations

- Newspapers/Online news portals must follow the ethical standard and utmost responsibility to attract the readership
- Focusing on public interest and serving directly to digital platforms with technologies would be timely resolution for news organizations in Bangladesh
- Practicing public oriented journalism, with journalism educated background hearts should be engaged in the media sphere to retaliate the glory in trust of news.

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Annex- Questionnaire

News Sharing Tendency of the University Students on Social Media Platforms

Interviewer: Dewan Shahnur Alam Sourav

ID: 192-28-294, Department of Journalism and Mass Communication (JMC)

Daffodil International University (DIU), Dhaka - 1207

General Information about Interviewee:

- Name of the interviewee:
- Educational institution:

Sex:

Age:

Year:

- Fathers Name:
- Fathers Occupation:
- Mothers Name:
- Mothers occupation:
- Address of Interviewee: Village/Para: Union:
Upazila/Thana:District:
- Mobile Number:
- Highest education:

(5) Marital Status: Married Unmarried Divorcee

(6) Number of family members:

TotalMaleFemaleChildren.....

Please mark your answers:

10. Do you read newspaper?

- A. Yes B. No

11. Which newspaper you often browse on the internet?

- A. Prothom Alo B. The Daily Star C. Bangla Tribune D. Others:

12. What do you prefer?

- A. Hard copy newspaper B. E-paper C. Online D. Social Media

13. How many hours you spent on over social media per day?

- A. 1-hour B. 1 to 4 hours C. 4- 6 hours D. More than 6 hours

14. Do you think Facebook/social media connects you with current issues?

- A. Yes B. NO

15. How many news you share over social media?

- A. 2 news post B. 3 news post C. More than 3 D. Only one news

16. Which news you share most?

- A. National B. International C. Sports D. Others:

17. Do you share these news post directly?

- A. As a public post B. In groups C. Messenger D. Others

18. Do you feel fear regarding sharing news on social media?

- A. Yes B. No

19. Do you share your news post comments?

- A. Yes B. No

20. Do you share your news with self-intention or someone provokes you?

- A. Self-intention B. Provocation

21. Do you share online news (links) on your Facebook timeline?

- A. Yes B. No

22. If you share, then why do you share news links on your Facebook time line? (Mark more than 1, if needed)

A. Interest B. To aware people C. to engage with an issue D. Express your thoughts

23. Do you see online portals page 'news links on your Facebook timeline?

A. Yes B. No

24. In your newsfeed who share's most of the news? (Mark more than 1, if needed)

A. You're Friends on FB B. Mutual Friends C. Online news portals D. Groups/pages

25. Do you think online news links supports you to express your thoughts when you share news links?

A. Yes B. No

26. Does your shared news seems credible and objective to you?

A. Yes B. No

27. Does online news portal's news get biased and influence unnecessary towards international issues rather than local issues?

A. Yes B. No

28. When you share any online news via Facebook, do you also share this news to anyone's personal inbox?

A. Yes B. No

29. Do you believe in this current popular term 'Fake news'?

A. Yes B. No C. Explain:

30. Sharing news makes you aware and helps you to decide in daily city life?
A. Yes B. No C. No impact
31. News generally comes to your feed or you search for it?
A. I search for it B. They come from their pages
31. Which online you prefer most for sharing news?
A. Televisions online B. Newspapers Online C. Internet based newspaper
32. Online news contains multimedia contents are easily understandable?
A. Yes B. No
33. Scrappy news piles on your newsfeed from others?
A. Yes B. No C. Most of the time
34. As a reader how you react to any 'Fake/incorrect' news?
A. Yes B. No C. I comment
35. Does online news you share, follow minimum standard of Journalism ethics?
A. No ethics B. Most of them are ethical
36. Online news sharing tendency making you up ill day by day?
A. Yes B. Not At all
37. As an alternative medium online news can change anything to life/society/
country?
A. Yes B. Not sure
38. Main stream media losing trust because of online news then don't you think next
future belongs to online news?
A. Yes B. No

Signature of the interviewee and date:

Please write it down if you have observed, heard or experienced any special incidence or case which might be interesting and useful for the research.

.....
.....
.....