FACEBOOK AS A NEWS SOURCE:
An Analysis

MS Thesis

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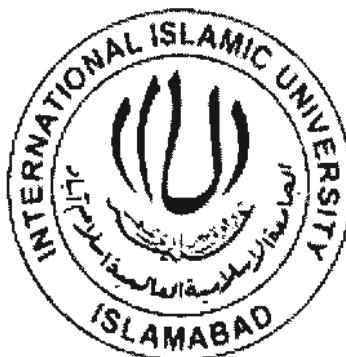
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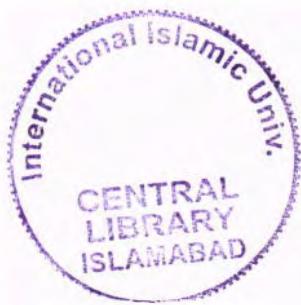
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Social media
Facebook (Electronic resource)

News source

بسم الله الرحمن الرحيم

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Certificate of Approval

It is certified that we have read this thesis entitled "Facebook as a news source: An Analysis" submitted by Shahid Iqbal. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad, Pakistan for the award of MS Degree in Media and Communication Studies.

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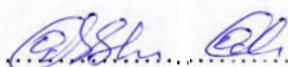
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DEDICATION

Dedicated to my beloved parents, dear friends and sincere teachers

Acknowledgement

I am very much thankful to Allah Almighty for his kindness and blessings upon me.

I like to give utmost praise to my supervisor to Sir Dr Asghar Ali Shah and Sir Dr Zafar Iqbal for their kind assistance in the accomplishment of this research. There is no doubt that without their help this study would remain a dream.

I am also thankful to all my fellows, friends and colleagues who were always there when ever I needed them.

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Abstract

Given study *"Facebook as a News Source: An Analysis"* examines the role of Facebook as a source of information and news for new generation as most of the consumers are relying on social media for getting news. Facebook as a part of social media is now the reliable and trustworthy source of information for users especially youth. Facebook is used by almost every internet user in the world and most of the information is shared via facebook by using its friendly interface and services. The social networking was never as famous as it is in this century and the trajectory of its use has never face drop after it was introduced as an open source free accessible networking site for public. Keeping in view the above cited notion, the researcher explored in depth use of social media, especially facebook as a source of news and how it shapes the opinion by providing easy access to the masses. The purpose of the study was to examine Facebook as a news source, and to investigate what users do to evaluate the trustworthiness of the information provided by Facebook. To considerate what kinds of social media are frequently used as source of information by internet consumers and also how users assess the quality of information from such sources is vital as it will help identifying challenges that users encounter when selecting non-traditional sources of information i.e. facebook. The research method used in the study is survey method, and the questionnaire comprised of close ended questions used as a tool for collection of data from selected sample. The universe of the present research is users of facebook as collection of data from the selected population is easy for the researcher. The research has selected 100 respondents who are direct users of facebook. The respondents' data was further examined with the help of SPSS and the results were generated by comparing frequency, means and percentage of variables and presented here in the form of frequency table and pie chart where each slice of pie chart painted in different color to clarify the margin between the responses.

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Chapter 1

Introduction

Social media networking is the most recent support to the innovative and a progressive technological erain order tospread the word of the mouth to the world by utilizing interface that offer a handful of the right to speak freely and expressby straightforwardly addressing and investigating the assessment of masses. Online networking or electronic based news framework has supplanted the customary news media and has taken a huge share in which it has set a pattern that was required to exponentially develop when presented and appropriately so as it has practically secured all the real elements of old conventional news media and stopped print releases of media outlets by driving them to move to electronic versions by all reasons. A study directed by people in general undertaking says that the clients of web in the world are moving to online news sources hugely and the numbers are relied upon to develop quickly in coming future.

With the advances in innovation, a ton of data winds up noticeably reachable to the overall population through an expansive scope of channels. Clients can get to data not exclusively through the ordinary, composed sources, however moreover sources in various organizations are accessed through the web. Analysis clearly displays that users, predominantly youth, off times depend on on open resources accessible on the web. In recent times, social media whose content is added by end-users (e.g., Facebook, Twitter, Wikipedia, blogs, YouTube) has developed increasingly standard as information sources, however the trustiness of data from such sources is commonly uncertain and hard to assess.

Today, clients can get to data through a huge fluctuate of channels and sources. Investigation demonstrates that some online networking stages, as Wikipedia and YouTube, have risen as indispensable data sources. It's moreover been found that more than 50 % of teens, and more than 80 % of school students, utilize online networking for their academic purposes in addition as their daily life information seeking functions. Facebook (2010)

Contrasting past info sources, the knowledge accessible through social media is shaped and shared by interested users. As a result of it a very little scrutiny goes underway; the standard of the knowledge gained from social media differs widely. The predominant usage of social media, despite quality considerations, has generated a discussion over whether or not the essential analysis of social media sources ought to type a dynamic a part of information fulfilment. As social media are getting progressively with the passage of time, it's vital to grasp that social media platforms square measure being employed to satisfy numerous varieties of info prerequisite, and to grip what actions stem measure being taken to judge the information from such sources. This study has examined what undergrad students do once making an effort to seek out information through the social media.

Web-based social networking, as by and by utilized on the web, has the upside of being transient, directed, and quick. While it's picked up in quality around the world, online networking isn't new. With the across the board reception of non-open PCs inside the mid-1990s, administrations like talk rooms, newsgroups, and moment electronic correspondence were among the primary attractions for clients of the globe Wide web. what's new, be that as it may, is that the consideration that has been given to expanding styles of online networking YouTube, Facebook, and especially Twitter as a technique for not exclusively making virtual groups, however as some method for in a split second correspondence and moving to activity individuals from those groups. Already, messages on these destinations had been contemplated minor, giving a technique for either elevating to focused groups or posting articulations depicting standard individual exercises.

The number of Facebook clients on the planet has as of now have outdoubled. As per a Google official, news was the most regular Google scan classification for web clients in 2010, trailed by pictures, music, and sound clasps. A review directed by the National Gift Support in 2010 the quantity of online news perusers in the creating nations is 54% against 36% disconnected perusers and the number is developing step by step. (Goode, L. (2009))

On Facebook as pointed by Russell, on the off chance that you just look to the profile, you would disregard a colossal measure of action that happens, on Facebook and different locales. Facebook clients join gatherings and like pages to talk about issues, themes, articles and impart other journalistic data to their companions. I don't think master News-casting will leave individuals will dependably need a trusted, master feeling with regards to news, legislative issues, current occasions and critical subjects, yet individuals would rather understand that substance on a site they are now on, as Facebook, as opposed to flying out off to another site on the off chance that they are as of now on Facebook drawing in with companions and doing different things. (Russell, A. (2007)

Media and correspondence exist in our general public since primitive time. With the progression of time advancement happened in the field of media, complex innovation supplanted the customary one. The print media had extraordinary restraining infrastructure for such a variety of hundreds of years until Radio went to the scene in 1895. Radio was viewed as a principle wellspring of data for right around one and a half century. Radio was trailed by TV which without precedent for mankind's history exchanged news alongside moving pictures. The period of web truly changed the whole structure of the news. With innovative headway extreme changes have been seen in news spread and distribution handle since a decade ago. Presently online networking have developed where individuals share their thoughts, sentiments on various subjects incorporating unmistakable in news and get news from pages made by the predominant press associations, different sources like fledgling columnists, consultants and other amateurish individuals also. For a few people online networking particularly Facebook is a minor source of data.

New advancements in the mechanical world have made the Web an imaginative path for people and families to convey. Online networking systems have made a marvel on web that has picked up notoriety in the course of the most recent decade. Individuals utilize online networking locales, for example, Facebook, Twitter and Myspace to make and maintain associations with others. These online networking locales let the individuals who utilize them make individual

adequately. It additionally reinforces the ties between individuals of those frameworks. Facebook is among the most loved in the domain of web website and alluded as a quickly developing Long range informal communication Webpage (SNS). Facebook is a method for correspondence specifically with other individuals socially and in media. It is playing an extensive and compelling part in basic leadership on the events from the worldwide world to financially, politically, socially and instructively.

These days, Facebook is utilized by practically every web client on the planet and a large portion of the data is shared through Facebook by utilizing its well-disposed interface and administrations. The person to person communication was never as well-known as it is in this century and the direction of its utilization has never confront drop after it was presented as an open source free available systems administration site for open. Keeping in view the above referred to thought, the specialist investigated inside and out utilization of online networking, particularly Facebook as a data of news and how it shapes the assessment by giving simple access to the masses.

1.1 Problem Statement

The reason for the review of this study is to analyze Facebook as a news source, and to research what clients do to assess the dependability of the data gave by Facebook. To consider what sorts of web-based social networking are much of the time utilized as source of data by web purchasers and furthermore how clients evaluate the nature of data from such sources is imperative as it will help distinguishing challenges that clients experience while choosing non-conventional sources of data i.e. Facebook. This review went for clearing up about how Facebook has created as a source of journalistic information for its customers. Facebook pages made by essayists, standard media affiliations and other incompetentnationals containing news and other current undertakings ventures to be examined remembering the true objective to highlight the part they play in sharing news things to the clients. Some obvious 'news pages' open on Facebook will be taken as a logical investigation communicated about, dissected and translated about how these pages serve as a a source of data for the general population/clients of Facebook.

1.2 Study Objectives

Social media phenomenon is persistent to grow at a fast pace, it is significant to recognize that how many users get journalistic information and from which sources on facebook. Some objectives of this research are listed below:

1. To analyze how people use facebook as a source of news.

2. To what extent information conveyed through facebook is credible and authentic.

3. To what extent facebook has reduced users' consultation to mainstream media.

4. To check the pattern of news discriminate on facebook

5. To gauge the perception of internet users accordance with information they receive on facebook

1.3 Significance of the Study

This review of the study will help to strengthen and understand the present example of utilizing online networking as data sources. Moreover it will likewise give proposals and recommendations to buyers of web-based social networking and direct clients so they could better client it for data and training. The review will similarly suggest to data experts and teachers to distinguish the awareness and valuation of online networking to clients as option data sources, and that how to calculate and utilize data from web-based social networking. This review will similarly contribute to the data for experts so that they can assume a proactive part in enhancing the data nature of online networking.

1.4 Research Questions

RQ1 How facebook is reshaping the news

RQ2 How facebook leads the pathway of the news on social media

RQ3 What proportion of users rely on facebook to get news items

RQ4 How do facebook users impact the discussion of news content.

RQ5 How facebook is more engaging social media network site then other online sources

Chapter 2

Literature Review

Utilizing Facebook as a source of news is basic practice now among mass group of audience as it is the rising, spring up and gloomily dispersed and degraded medium that is anything but difficult to access for clients around the world. Presently the world depends on provoke data and prompt input that has change the debate of conventional schematic media to new web-based social networking. To comprehend the point in detail one ought to understand the way of the medium and its utilization and impingement as gave by the examination researchers.

The web based systems administration has ended up a champion among the most fundamental correspondence suggests recently. Then again, individual to individual correspondence exist keeping in mind the end goal to give correspondence among people paying little mind to the partition, making it open to people easily share information, records and pictures and components, make destinations and send messages, and lead nonstop discourses. These systems are advert to as social, basically because they allow correspondence with age fellows and partners so easily and feasibly. It similarly strengthens the ties between people of those age groups. The most cherished in the space of web regions are Facebook, Twitter and others. These locales and social discourses are strategy for correspondence clearly with different people socially and in media. They are having a tremendous and convincing impact decision making in the occasions from the overall world financially, politically, socially and informatively.

Prior concentrates, for instance, (Kennedy, 2009) examined the wide-ranging ease of use of online networking among youthful understudies in higher amount of instruction. Similarly, (Hemmi, 2009 & Jones, M. C., & Twidale, M. B. 2005) examined the utilization of online networking and looked after that, the allotment of social progressions is not a simple and uninterrupted process.At greater amount of training more unpredictable scholarly assignments are taken care of and the new age of understudies is seen to understand that online networking

and social modernizations are influential to learning. Different earlier reviews have shown affirmation that attempts are required to start using web based systems administration as a piece of demand to affect enlightening activities. In any case, the whole system of grasping a particular web based systems administration lacks adequate thought from examiners. (Hamid, S., Waycott, J., Chang, S. and Kurnia, S. (2011)

Experts have opposed that in appearing and taking in the joining of media to empower the strategy is comprehensively asked especially in association with improving last results of scientists (McLoughlin, C., and Lee, J. W. L. (2008). As demonstrated by (Tay, E., and Allen, M. 2012) understudies ought to be given careful examination to check their usage of the gadgets they feel calm and acquainted with whom they feel are sensible in completing academic errands. As to, the social affordances of utilizing long range casual correspondence may not be given in a lone particular social development yet somewhat within the mix of a couple of social advances.

Past writings saw the challenges that are joined with using internet organizing as a piece of cutting edge instruction. (Jones, N., Blackey, H., Fitzgibbon, K., and Bite, E. 2010) finished an observational examination of individual to individual correspondence accommodation among College understudies in the Assembled Kingdom. The review included 76 individuals for the survey and 14 surrendered gatherings. The review found that, there are 5 vital challenges of interpersonal association and its association with adjusting, for instance, looking at advancement and copyright issues feeling information confinement. Educators on occasion are not in the current style and couldn't perceive how to facilitate and abuse social programming into their classes. The review's revelations confirmed the before issues lay out by (Kennedy 2008) according to their front line explore in three Australian Colleges.

According to Kennedy,Judd, Churchward, Dark, and Krause (2008) indicated six issues incorporating showing strategy to the extent advancement mix. These issues include: understudy learning grouped qualities, esteem and use of development instructive projects and assessment

insightful reliability staff headway and breaking point building, finally, ICT base. Despite the favorable circumstances and challenges saw, the focus additionally revealed that teachers that don't have a place with the new period are far-fetched to casual association mix in class. Instructors are encouraged to be insightful in their allotment and use of individual to individual correspondence as for focus on the particular understudies' learning inclination.

Likewise, the scientists should pick we have the advancement that meets their profession. The class encounter can't be satisfied their seeing, however besides they ought to in like manner use the comprehension in unmistakable nearness of working. The possibility of looking at understanding and pleasing learning through the individual to individual correspondence like Facebook, Talking, Email and Site or any sorts of learning assets that let the understudies in appreciation and experience discussing between your understudies, tutor, experts, specialists or even the business proprietor can help the analysts in appending the lesson learned towards the association in considerable nearness of working. The importance of individuals all reasons brought up, the analyst has inspiration to make a computed arrangement of Social frameworks organization to help Shared Learning (SSCL) for improving comprehension improvement. (Yampinij et al. 2012)

For more than 10 years, specialists have given watchful thought to changes in information sources and their use in the propelled period. A Pew study reports that web based systems administration are getting more renowned among all periods of customers, including students (Lenhart, Purcell, Smith and Zikuhr, 2010; Hampton, Goulet, Rainie, and Purcell, 2011; Smith, 2011).

Over 70% of adolescents and youth adults who go online usage no less than one interpersonal collaboration site, for instance, Facebook, Myspace and LinkedIn. Twitter use has extended from 8% in 2009 to 13% in 2010, however blog use among young adults has declined (Lenhart, et al. 2010; Smith, 2011).

While more reviews are being done on internet organizing, most of the surviving examination focuses on the general example of long range interpersonal communication use or the use of a particular sort of web based systems administration (e.g., Wikipedia (Lim, 2009; Head and Eisenberg, 2010); man to individual correspondence areas (Hargittai, 2007; Checks and Fisher, 2010); sites (Hollenbaugh, 2011); online questions and answers assemble (Rosenbaum and Schchaf, 2010). As web based systems administration are gaining noticeable quality, and some of them give off an impression of being expecting a basic part as an information source, it is fundamental to grasp what sorts of long range interpersonal communication are used for what reason, and in case they are used as information sources, what customers do to survey the way of information gave by such "non-customary" information sources. Disregarding the way that the usage and evaluation of sources when all is said in done (Agarwal, Xu, and Crap, 2011; Kim and Sin, 2011; Zimmer, Henry, and Head servant, 2008) and the source legitimacy has been asked about, little thought has been paid to the appraisal of internet systems administration: how distinctive sorts of web based systems administration are used and surveyed as information sources. It will be imperative to perceive how students, particularly, survey and use non-library sources, for instance, web based systems administration since researchers dependably report that these understudies lean toward electronic resources, especially open Web resources despite for their insightful assignments; and that they tend to apply criteria other than quality (e.g., accessibility) while choosing information sources. The stream study will fill in as a wandering stone for more broad and methodical research on the appraisal of such as of late created, social sources.

Since the primary trial attempts to research the potential effect of new media on old media in the 1940s, there have been two standard approaches to manage the issue: one is focused on the medium and its properties and sponsorships a dislodging and substitution (outright removal) hypothesis; the other is revolved around customers' necessities and habitually achieves proposing a comparing effect of the new on the old (Lee and Leung 2004).

The most kept up medium-centered approach so far is Maxwell McCombs' Rule of Relative Consistency. This standard was energized by media proprietor Charles Scripps, who fought that mass correspondence things have wound up staples of use in our overall population (much like sustenance, attire and shelter) and along these lines, 'regardless of the extending multifaceted design of mass trades with the approach of new media, the case of fiscal sponsorship has been tolerably consistent and more solidly related to the general economy than to the distinctive changes and examples happening within the expansive interchanges field itself' (referred to in McCombs 1972: 5). Toward the day's end, as staples, mass correspondence gets a steady offer of the monetary pie, or a by and large modified degree of all employments. Using all out data of clients' and marketing specialists' spending on mass correspondence in the USA from 1929 through 1968,

McCombs found strong support for this hypothesis: regardless of some transient inconsistencies, the extent of media spending to total customer spending remained reasonably settled (around 3%) in the midst of the four decades (McCombs 1972). This media-spending offer consistency hypothesis, which was convincing to the point that McCombs raised it to the status of a control, was confirmed in a consequent review for the 1968-1977 decade (McCombs & Eyal 1980).

The Guideline of Relative Steadiness has astounding repercussions for the fate of routine media in a scene stamped by a quick augmentation in the amount of new media. Exactly when another medium is introduced, money spent on it either starts from new trade out the economy or must be possessed from existing media and non-media spending. In the midst of the 1948-1959 periods, when television immediately entered American families, McCombs attempted these three possible sources to make sense of which spoke to television wage. He found that the Rule of Relative Steadiness in like manner held for this shorter time of television penetration, which infers television did not accomplish any essential augmentation out and out media spending (that is, it didn't divert from non-media spending). It was new cash in the economy and other media's misfortunes that consolidated to fund TV. At the end of the day, in spite of monetary development, the interruption of TV occurred amid this decade to the detriment of more

seasoned media, particularly those with a practical proportionality to TV, for example, motion pictures. For instance, five years after the presentation of TV in the American market, the estimation of film confirmations dove from $1.5 billion to $1.17 billion, lost $330 million. To put it plainly, the Guideline of Relative Consistency could be comprehended as a zero-entirety amusement, in which esteem is neither made nor pulverized and, in this manner, over the long haul, new media would bit by bit uproot and in the long run supplant old media with comparable capacities. (McCombs 1972)

As per the European Commission, while the rate of its residents utilizing the Web for news and data about the EU developed from 6% in 1999 to 14% in 2002, the extent utilizing TV and daily papers for a similar object was down from 69% to 65% and 46% to 44% separately amid a similar period (referred to in Nguyen 2003). All the more as of late, 56% of European respondents in a current study by the UK-based research firm Technique Examination revealed chopping down their TV watching time since embracing (Broadband 2004). In Norway, less time perusing daily papers was recorded with a development in Web utilization from 2003 to 2004 (Insights Norway 2005). In Hong Kong, Lee and Leung (2004) revealed decreased daily paper perusing, radio tuning in and TV viewing by individually 35%, 40% and 53% of Web clients in their example. These reviews recommend that as the Web is dislodging conventional media utilization, the likelihood for a flat out uprooting that is, substitution over the long haul is high. In a book, Philip Meyer (2004), on the premise of the descending course slant in the previous three decades, announced that the last daily paper to show up will be in April 2040.

Correspondence history, be that as it may, uncovers a very surprising picture. Forecasts of the destruction of old media are in fact as old as the media themselves. Amid the beginning of the transmit, for instance, distributer James Gordon Bennett was so overpowered by its quickness that he proclaimed: 'The broadcast may not influence magazine writing but rather the negligible daily papers must submit to fate and leave presence'. (Standage 1998: 149)

All the more as of late, in 1982, writer Steve Piacente gruffly told his partners that, 'the daily paper is damned' (Patten 1986: 4). As late as 2005, these predictions of fate have ended up being misrepresented: daily papers have adjusted well in their opposition with radio and TV to remain an essential piece of day by day life, similarly as music recording survived radio and radio survived TV. This proposes old and new media may contend however don't slaughter each other: they exist together and supplement each other. Interpersonal interaction Destinations take after the substance groups in the audit of web-based social networking sorts. It's critical to elucidate their importance and use as they assume focal position in the present proposition. Through these sorts of locales individuals associate while trading individual data, photographs, recordings and even texts. Individuals can likewise welcome companions to have admittance to this data. Facebook and Twitter are thought to be the most well-known person to person communication locales. Organizations these days change to Facebook in their endeavors to bond with the client. Twitter is a free informal community and miniaturized scale blogging administration that permits individuals to peruse and trade content based presents that are up on 140 characters. These posts are referred to by normal as tweets. (Kaplan, 2009)

In setting of the above give writing, the analyst is quick to investigate the use of online networking particularly Facebook as wellspring of news. Little consideration paid in past by the specialists of sociologies to the issue as it is the developing media outlet that has caught the real piece of the gathering of people and now a day's the vast majority of the clients are getting educated learning and training with data and amusement from online networking remarkably from Facebook. Advance the examination is focused to gage the unwavering quality of gathering of people and nature of news data via web-based networking media that is changing the psyches of clients around the globe.

2.1 Theoretical Framework

The reason for examining a hypothetical structure for research work is to uncover a place where an analyst can put his work. Since social science manages human culture and studies social connections, it is now and again not simple to locate a particular hypothetical system for a research study concentrated and under taken in other society.

Given review "Facebook as a News Source: An Analysis" looks at the part of Facebook as a source of data and news for new era as a large portion of the clients are tilted towards web-based networking media that spotlights on the general pattern of online networking use or the utilization of a specific kind of web-based social networking however little consideration has been paid towards the advanced time certainty that web-based social networking is currently the dependable and reliable source of data for clients particularly youth. Summing up the exchange, the central reason for the examination study is to look at what sort of online networking is utilized by the clients and for what purposes. The examination likewise needed to test what clients do to assess the dependability of the data provided by web-based social networking.

To strengthen these opinions and to connect these review with the theories introduced by the social science thinkers, analyst has chosen the following theory.

2.2 Users and Gratification Theory

Users have establishedawide-ranging variety of cutting-edge innovations into their communication collection. It stays hazy why they holdnumerous types of correspondence as opposed to substituting one medium for a different. It likewise brings up the issue: What kind of need does each of these media satisfy.

As showed by sociology rationalists, the internet will be transformative, provoking critical changes in media customers' near and close to social patterns and parts. They are exceptionally fine social association with partners, family, and experts contacts has changed itself from the disengaged from the net space into an online substance on account of the extending reputation of long range casual correspondence districts like Facebook, Myspace, YouTube, Twitter, LinkedIn, Whatsapp and distinctive blogging goals. As per scientists, informal organization destinations are "virtual spots that accommodate a specific population," in this way making a group abundant are not able to discover outside of a web setting. Agreeing to researchers, social network sites are "virtual places that cater to a particular people," therefore making a community many are unable to find outside of an online setting. Social media range from professional networking sites, romantic dating sites, friend-networking sites, to even sites that promote bands and politicians.

Katz, Blumler, and Gurevitch (1974), has by and large adopted a need-fulfillment strategy. Essentially, uses and fulfillments experts assume that people have certain requirements that they wish to enchant. People may fulfill these requirements by the use of various substitution channels, mass and interpersonal. This perspective acknowledge that group people are both dynamic and target organized when settling on what shape and kind of expansive interchanges programming they will use.

Utilizations and satisfactions approach stresses thought processes and the self-saw needs of crowd individuals. Blumler and Katz (1974) presumed that distinctive individuals can utilize a similar correspondence message for altogether different purposes. Similar media substance may satisfy diverse requirements for various people. There is not just one way that individuals utilizes media. Oppositely, there are the same number of explanations behind utilizing the media as there are media clients (Blumler and Katz, 1974).

The analyst used Utilizations and Delight theory to examine that how clients are introducing themselves to web based systems administration and to what degree it is equally fulfilling.

Chapter 3

Research Methodology

The center point of this research is to discover connection between Facebook as source of news and direct clients as collector of data. The point is to discover how clients utilize Facebook as a source of data and what are the effects of the data the client accomplish from Facebook. Consequently the concentration of the examination is to look at how Facebook is utilized for news occasions and what is the treatment of client to assess the honesty of the data gave by Facebook.

The exploration technique utilized as a part of the present review is study strategy, and the survey included close finished inquiries utilized as a device for accumulation of information from chose test. The universe of the present research is clients of Facebook as accumulation of information from the chose populace is simple for the scientist. The examination has chosen 100 respondents from who are immediate clients of Facebook. To keep the respondents security just gander, age, capability and occupation were made a request to dissect and translate the information.

3.1 Method of Research

Research is a special method for investigation of physical or social marvels, which for the most part all scientist go intensive and dissect their information and understand it. Physical science and sociology are some path distinctive in their techniques. As social marvels is compound and fluctuating nature, more often than not scientists utilize diverse strategies for information gathering like, meeting, contextual investigation and overview strategy.

In this exploration the study strategy is utilized, in which specialist circulated 100 polls among web customers who are the immediate clients of online networking and Facebook. With the mean to accumulate the information that how web-based social networking is utilized as source of data.

3.2 Population

The population of the study is the users of facebook as it was easy for the researcher to access and receive quick response from the desired population.

3.3 Sampling Method

Even a modest sized survey typically requires considerable time, material, money and assistance. Thus the researcher has applied sampling technique to collect the data considering the definition of Wimmer and Dominick (1993) "a sample is the subset of the population that is taken to be the representative of the entire population".

The researcher has selected direct users of facebook as the field of study because it was easy to access and to reach and collect the data from the identified population.

The researcher was interested in collecting the data through questionnaire from large population but due to time and financial constraints, a total of 100 direct users of facebook were interviewed and were selected as a sample of the study.

3.4 Hypothesis

The hypothesis designed for this study is

H1: Using facebook as source of news becoming more popular practice among social media users than traditional media.

H0: Using facebook as source of news is not popular practice among social media users than traditional media.

3.5 Variables of the study

There are independent and dependent variables in this study

3.6 Independent variable

Using facebook is independent variable of the study. It means that the more the user use facebook the more he will be updated and informed.

3.7 Dependent variable

Source of news for users is the dependent variable of the study. As more they use their information will be increase more and vise versa.

3.8 Conceptualization of key terms

Terms used in this study are defined as:

a) Facebook

Facebook is a free social networking working site (SNS) used by millions of users around the world to share media including photos and videos and news and information of number of topics of interest of the users. It is a user interface site that provides prompt response to any activity.

b) Source of News

News or information is facts provided or learned about something or someone. What is conveyed or represented by a particular arrangement or sequence of things. Here, by information the researcher mean all type of data that could contribute the adding into the knowledge of the direct user of social media and News is the worthy event that is shared with the users by journalists and media outlets.

c) Social media users

Social media user is a person of any age and gender and sect that has an internet connection and is using any type of social networking site to share his views and provide direct feedback to other users. Here by social media users the researcher meant to person who has an account on social media site facebook and using it frequently to share his views and get information and news from other online sources via his official facebook account.

3.9 Data Collection

The researcher with the guidance of supervisor has carefully prepared a questionnaire that includes questions related to information about demography and variables used for testing of hypothesis. Questionnaire is used as a tool for data collection. All respondent are literate and can read so the language of questionnaire was selected by the researcher as English.

3.10 Data Processing

The researcher has used the Statistical Package for the Social Science (SPSS) for analyzing the data. Besides, MS Word was used for composing the thesis script. For data entry and analysis, the researcher had taken short training course, particularly to learn SPSS. The researcher by experience felt that without the knowledge of computer in general and understanding the SPSS in particular, this research study might have not been successfully accomplished.

Chapter 4

Data Analysis

This study was investigative in nature with the core objectives to examine howfacebook is used for news source, and to investigate what users do to evaluate the trustworthiness of the information provided by facebook. To considerate what kinds of social media are frequently used as source of information by users and why and how users assess the quality of information from such sources is vital as it will help identifying challenges that users encounter when selecting non-traditional sources of information like facebook.

In this study a questionnaire comprise of close ended questions each indicating different variable was used as a tool for data collection and distribute among users of facebook. A total of 100 questionnaires were distributed among facebook users. The proposed sample size was 100, where questionnaires were distributed and response was gathered from selected audience.

The respondents' data was further examined with the help of SPSS and the results were generated by comparing frequency, means and percentage of variables and presented here in the form of frequency table and pie chart where each slice of piechart painted in different color to clarify the margin between the responses.

Given is the detail of data gathered by interviewing the targeted individuals who are using social media in general and facebook in common for news and information.

4.1 Frequency Tables and Pie Charts

Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate	49	49.0	49.0	49.0
Masters	41	41.0	41.0	90.0
Above Masters	10	10.0	10.0	100.0
Total	100	100.0	100.0	

From a total of 100 respondents 49% were graduates, 41% were Masters and 10% were above masters who have participated in this research study and provided their opinion by filling the questionnaire according to their preferences.

Qualification
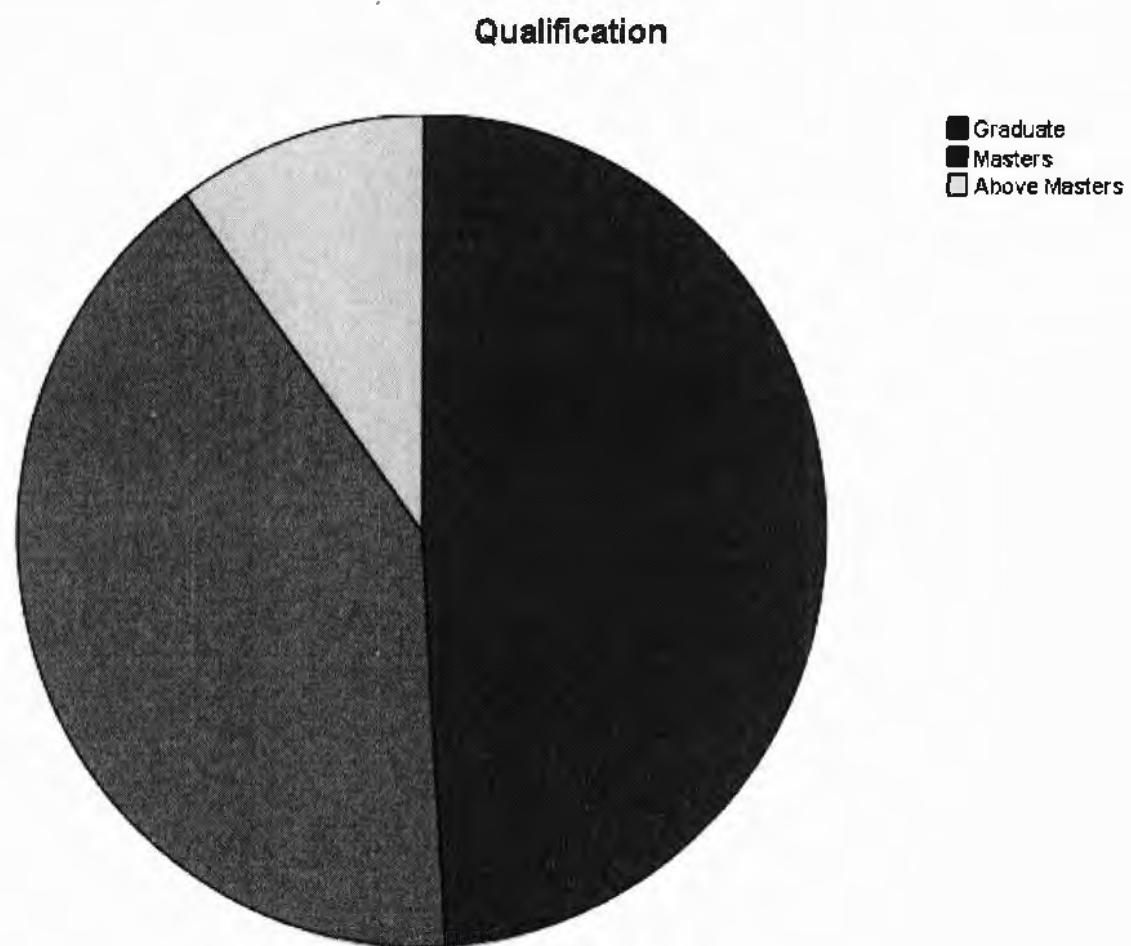
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
	18-22	22	22.0	22.0	22.0
	23-26	65	65.0	65.0	87.0
	Above 26	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

22% respondents were of age 18-22, 65% belongs to age group of 23-26 where 13% were above 26 from the selected population randomly chosen for this study.

Age

18-22
23-26
Above 26
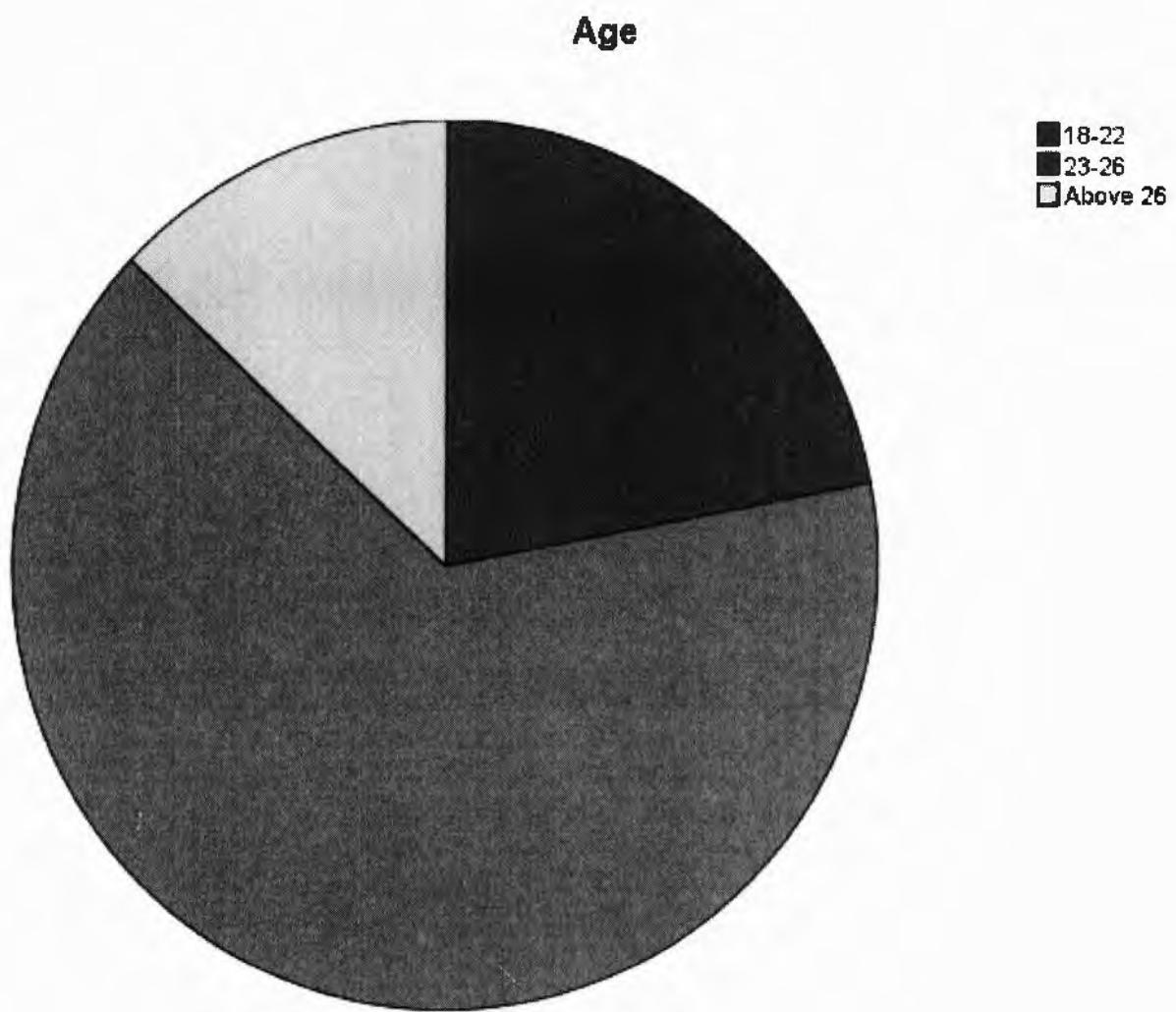
How frequently you use Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Often	77	77.0	77.0	77.0
Rarely	23	23.0	23.0	100.0
Total	100	100.0	100.0	

77% student from the selected population use facebook more often where 23% recoded their responses as are rarely using facebook.

How frequently you use Facebook

■Often
■Rarely
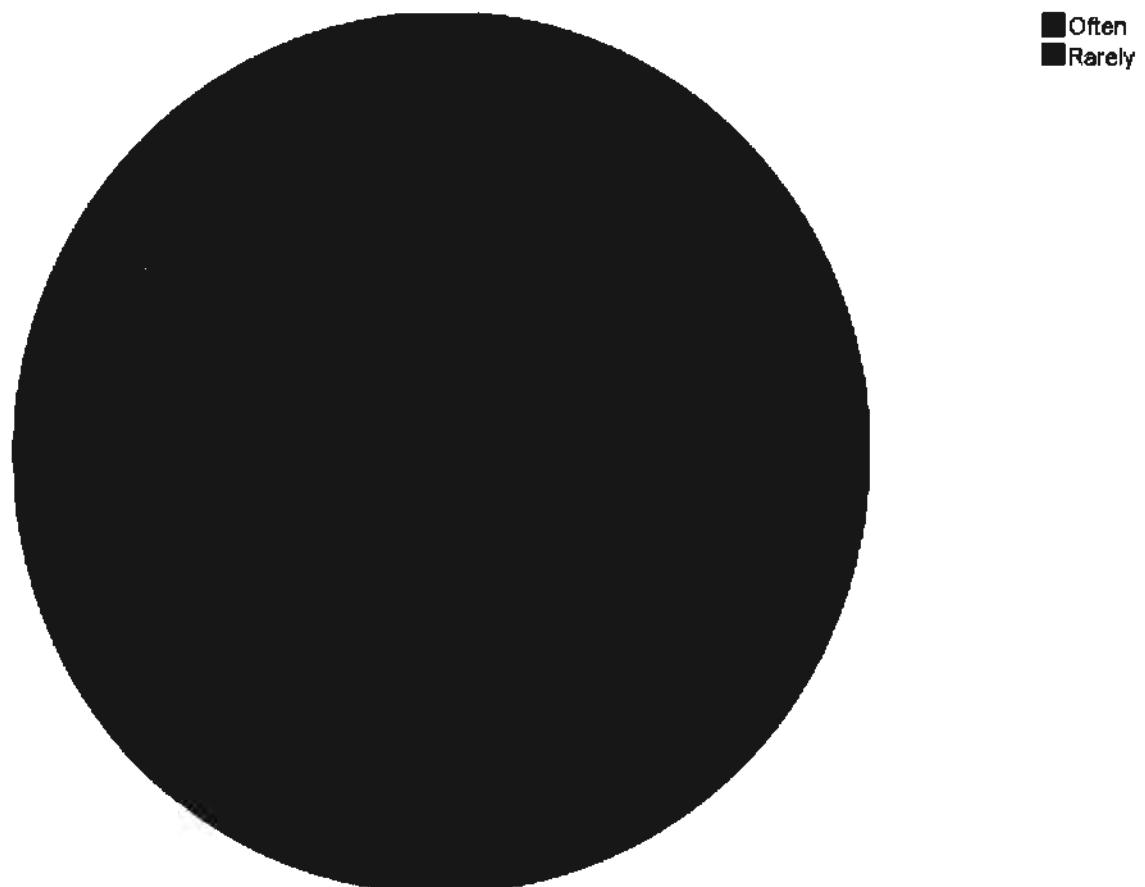
Which social media platform you used to acquire information

	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	47	47.0	47.0	47.0
Twitter	19	19.0	19.0	66.0
LinkedIn	12	12.0	12.0	78.0
Video Sites (Youtube, Vimeo etc)	9	9.0	9.0	87.0
Blogs	8	8.0	8.0	95.0
Wikis (Yahoo, Wikipedia etc)	5	5.0	5.0	100.0
Total	100	100.0	100.0	

The result showed that out of 100 respondents 47% use Facebook for information, 19% use twitter, 12% use LinkedIn where the remaining 9%, 8% and 5% use Video Sites, Blogs and Wikis respectively to retrieve information.

Which social media platform you used to acquire information

Facebook
Twitter
LinkedIn
Video Sites (Youtube, Vimeo etc)
Blogs
Wikis (Yahoo, Wikipedia etc)
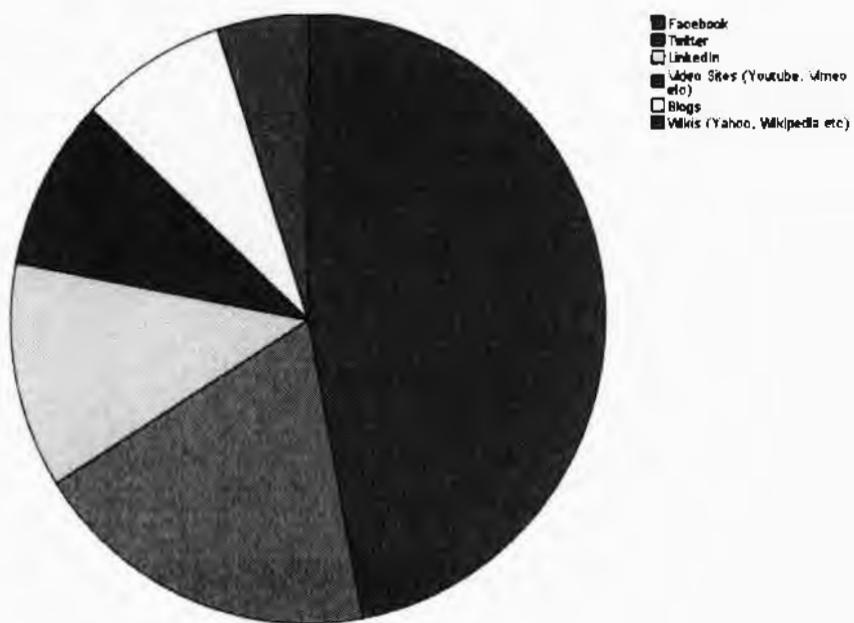
Why you use Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Information	37	37.0	37.0	37.0
Education	41	41.0	41.0	78.0
Entertainment	17	17.0	17.0	95.0
Other Purpose	5	5.0	5.0	100.0
Total	100	100.0	100.0	

37% users use facebook for information, 41% for education and 17% for entertainment and fun hunting where 5% were among those who use facebook platform for other purposes.

Why you use Facebook

■ Information
■ Education
□ Entertainmnet
■ Other Purpose
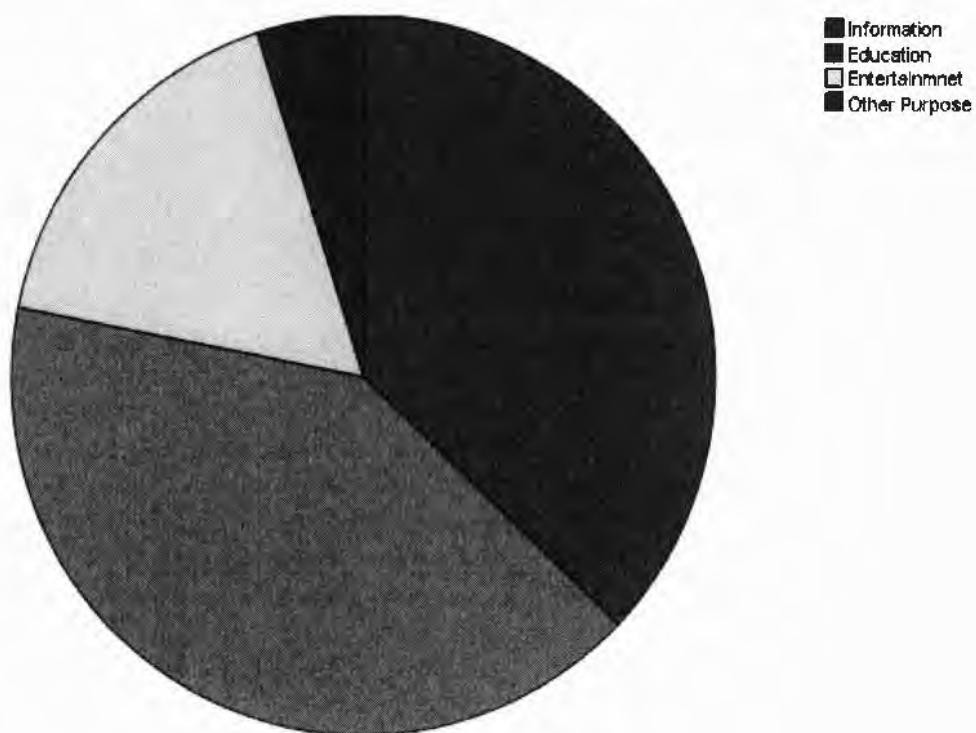
Main reason to use the Facebook as a source of information

|	Frequency	Percent	Valid Percent	Cumulative Percent
To get updates and news	23	23.0	23.0	23.0
To check factual information	30	30.0	30.0	53.0
To be aware of popular trends	11	11.0	11.0	64.0
To get information about new topics	14	14.0	14.0	78.0
To obtain other users perspective/opinion/comments	7	7.0	7.0	85.0
To find solution to a problem	6	6.0	6.0	91.0
To get a quick overview	5	5.0	5.0	96.0
To keep in touch with others	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Interestingly 53% respondents said that they use facebook for news and check factual information, 11% for to be aware of popular trends 14% to obtain info about what is new, 7% for obtaining comments and views, 6% to find troubleshooting, 5% for prompt overviews and 4% to keep in touch with others.

Main reason to use the Facebook as a source of information

- To get updates and news
- To check factual information
- To be aware of popular trends
- To get information about new topics
- To obtain other users perspective/opinion/comments
- To find solution to a problem
- To get a quick overview
- To keep in touch with others
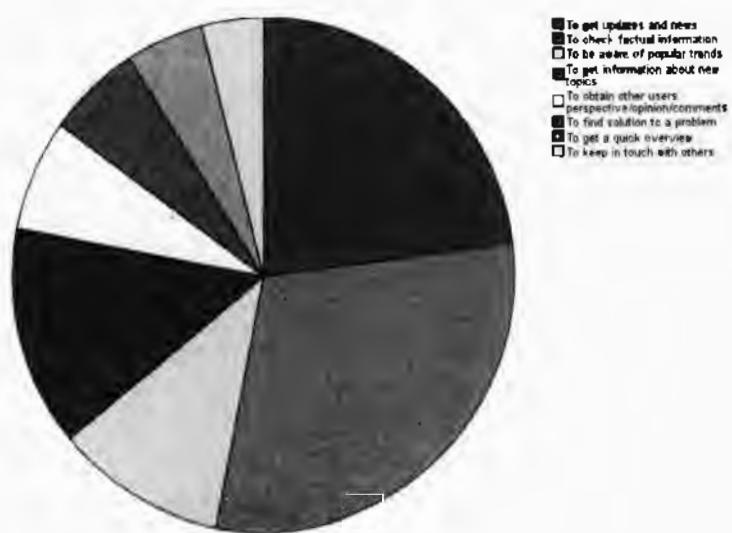
Facebook is a unique package for all info at one place

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	47	47.0	47.0	47.0
Agree	32	32.0	32.0	79.0
Neutral	13	13.0	13.0	92.0
Disagree	6	6.0	6.0	98.0
Strongly Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

79% students agreed that facebook is a unique package for information at one place, only 8% disagreed the statement where 13% remain neutral.

Facebook is a unique package for all info at one place

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
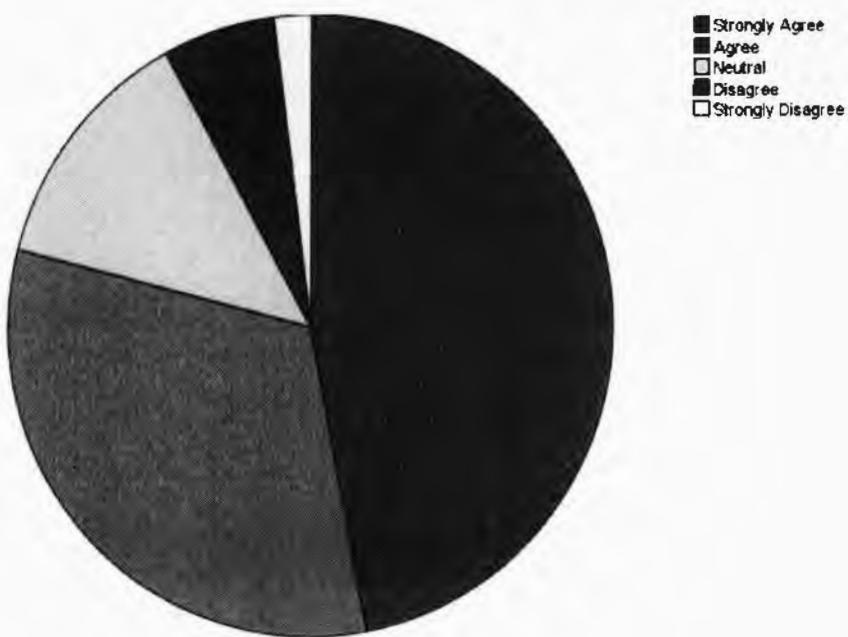
I rely most on Facebook for information and news

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	28	28.0	28.0	28.0
Agree	47	47.0	47.0	75.0
Neutral	16	16.0	16.0	91.0
Disagree	8	8.0	8.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

28% respondent strongly agreed that information they rely on facebook 47% agreed, 16% remain neutral and only 9% disagreed the opinion.

I rely most on Facebook for information and news

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
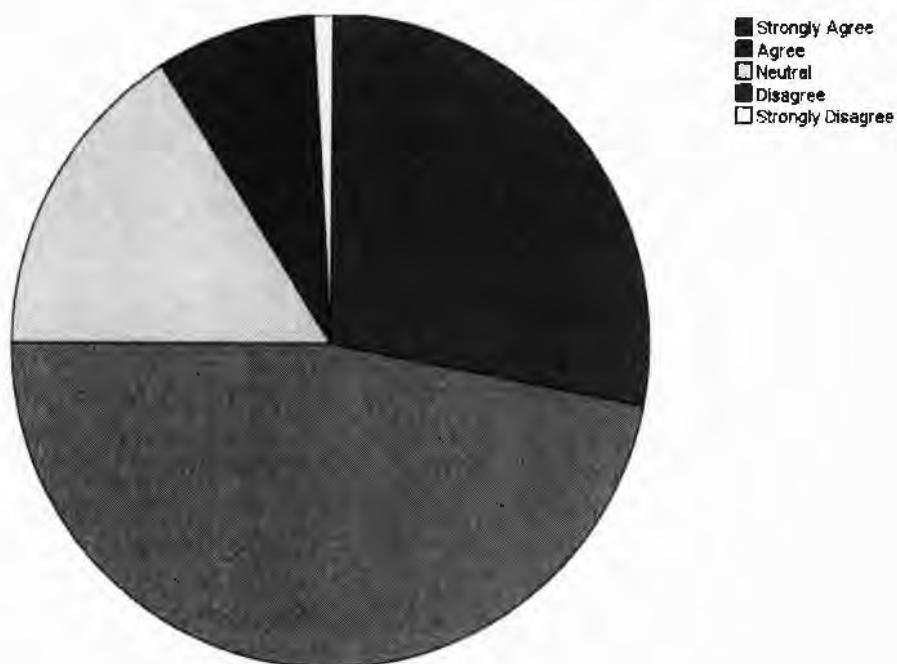
**I prefer Facebook on traditional media for news and Information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	20.0	20.0	20.0
Agree	51	51.0	51.0	71.0
Neutral	17	17.0	17.0	88.0
Disagree	9	9.0	9.0	97.0
Strongly Disagree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

71% students agreed that they prefer facebook upon traditional media for news and information where 17% remain neutral and 12% disagreed from the point.

**I prefer Facebook on traditional media for news and information**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
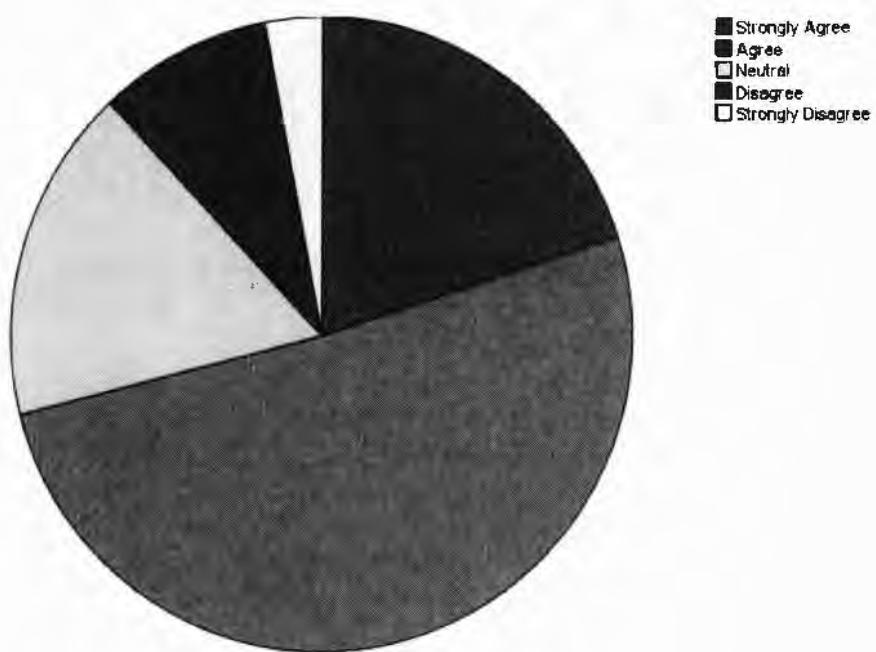
Facebook is replacing all the other sources of information

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	20.0	20.0	20.0
Agree	45	45.0	45.0	65.0
Neutral	20	20.0	20.0	85.0
Disagree	12	12.0	12.0	97.0
Strongly Disagree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

65% agree 20% neutral and 15% disagree that facebook will replace other media as a source of information.

**Facebook is replacing all the other sources of information**

■ Strongly Agree
■ Agree
☐ Neutral
■ Disagree
☐ Strongly Disagree
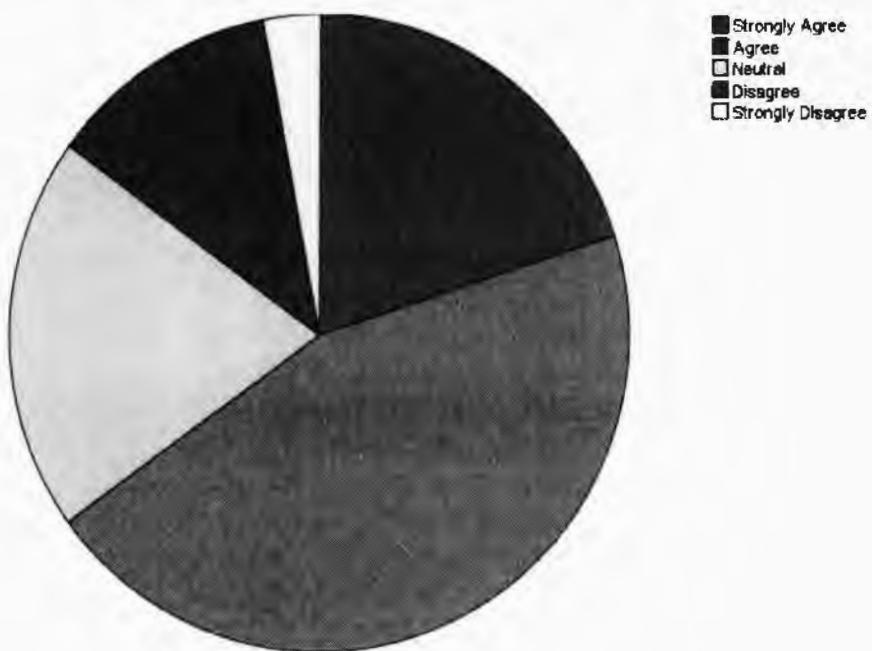
Facebook is authentic and valid source to obtain needed information

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	24	24.0	24.0	24.0
Agree	39	39.0	39.0	63.0
Neutral	18	18.0	18.0	81.0
Disagree	10	10.0	10.0	91.0
Strongly Disagree	9	9.0	9.0	100.0
Total	100	100.0	100.0	

63% respondents think that the facebook is a authentic and valid source for information where 19% disagree the opinion and 18% remain natural.

**Facebook is authentic and valid source to obtain needed information**
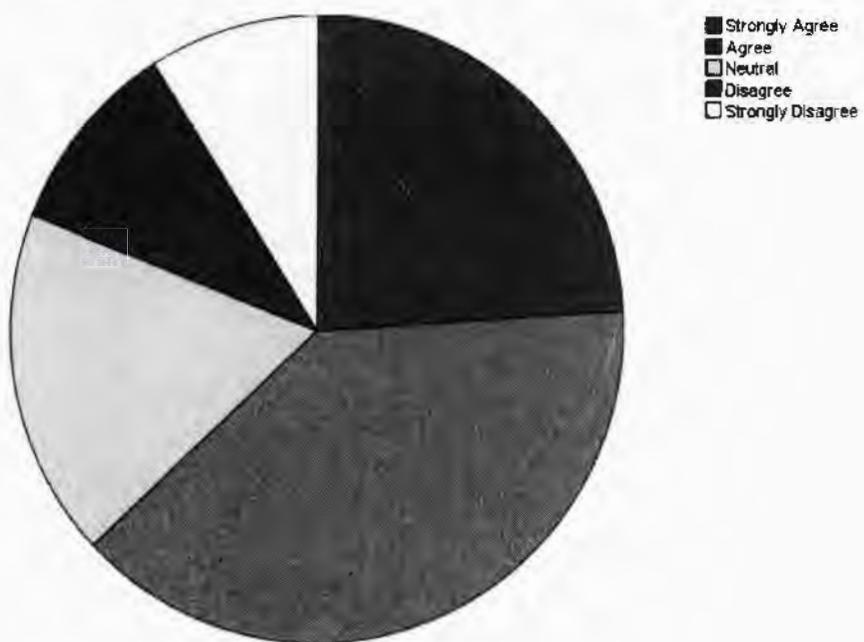
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

I am satisfied with the speedy and accurate information I got from Facebook as I am no more dependent on old traditional media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	19	19.0	19.0	19.0
Agree	37	37.0	37.0	56.0
Neutral	28	28.0	28.0	84.0
Disagree	10	10.0	10.0	94.0
Strongly Disagree	6	6.0	6.0	100.0
Total	100	100.0	100.0	

56% students are agreed that facebook provides quick and accurate information than traditional media, 28% neutral and 16% disagreed the opinion.

I am satisfied with the speedy and accurate information I got from Facebook as I am no more dependent on old traditional media


■ Strongly Agree
■ Agree
☐ Neutral
■ Disagree
☐ Strongly Disagree
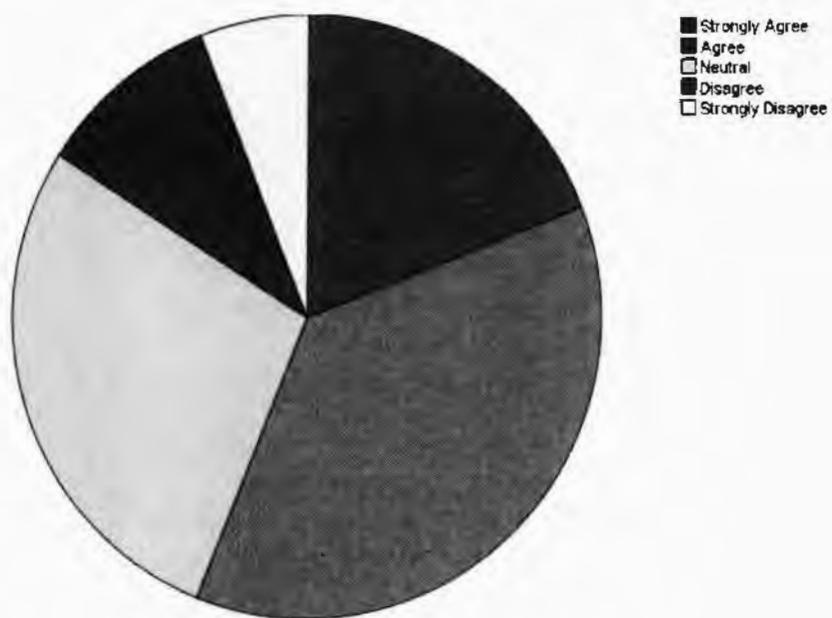
Using Facebook is satisfactory medium to seek information

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	19	19.0	19.0	19.0
Agree	38	38.0	38.0	57.0
Neutral	26	26.0	26.0	83.0
Disagree	8	8.0	8.0	91.0
Strongly Disagree	9	9.0	9.0	100.0
Total	100	100.0	100.0	

57% agreed that facebook is satisfactory medium for information seeking purpose where 26% did not disclose their opinion and 17% are disagreeing.

**Using Facebook is satisfactory medium to seek information**
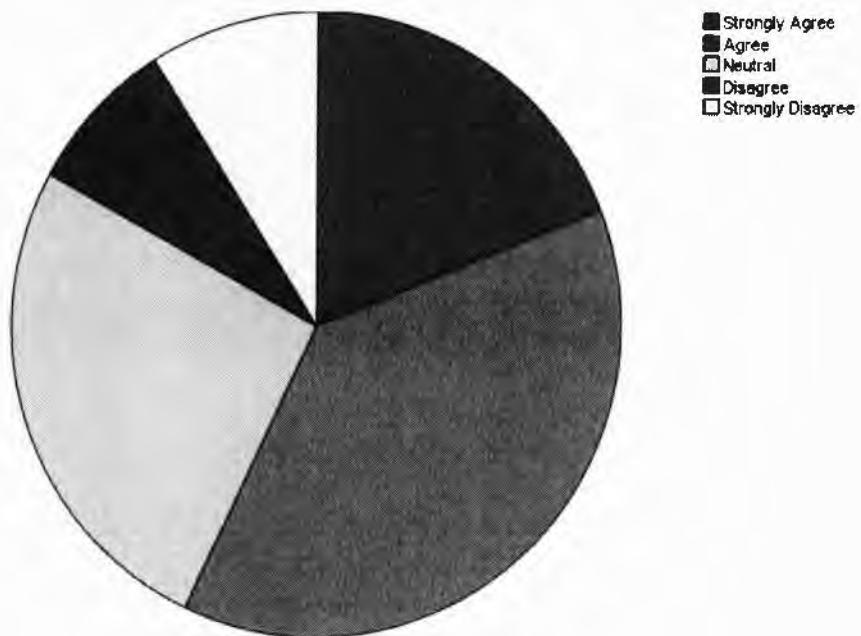
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

I prefer the speed, accuracy and authenticity of social media over traditional media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	16	16.0	16.0	16.0
Agree	44	44.0	44.0	60.0
Neutral	22	22.0	22.0	82.0
Disagree	11	11.0	11.0	93.0
Strongly Disagree	7	7.0	7.0	100.0
Total	100	100.0	100.0	

A total of 60% is agreed that facebook provides quick access to the information better than other medium where 22% remain neutral and 18% disagreed with the statement.

**I prefer the speed, accuracy and authenticity of social media over traditional media**

■ Strongly Agree
■ Agree
▨ Neutral
■ Disagree
☐ Strongly Disagree
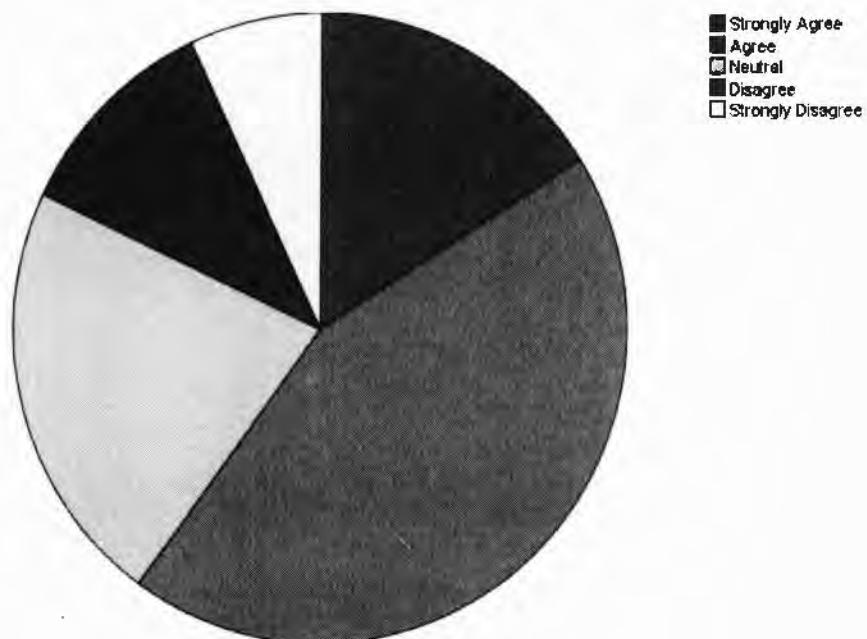
The quality and accuracy of information is much better on Facebook than other media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	16	16.0	16.0	16.0
Agree	45	45.0	45.0	61.0
Neutral	23	23.0	23.0	84.0
Disagree	11	11.0	11.0	95.0
Strongly Disagree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

61% agreed that quality of information they have on facebook is much better than other media where 23% remain neutral and 16% disagreed.

**The quality and accuracy of information is much better on Facebook than other media**
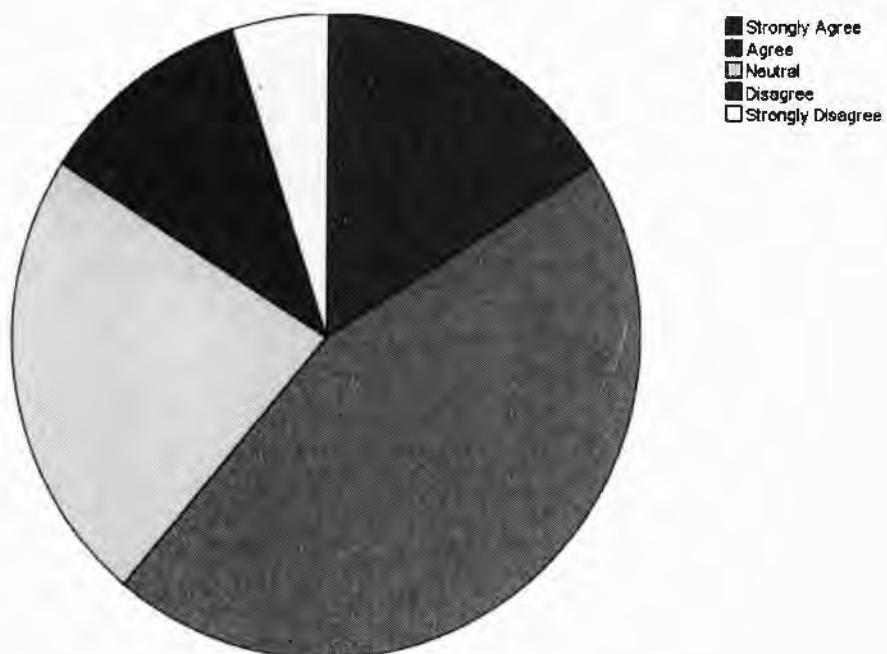
Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I never refer to traditional media after receiving the information through Facebook to cross check its validity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	25	25.0	25.0	25.0
	Agree	27	27.0	27.0	52.0
	Neutral	27	27.0	27.0	79.0
	Disagree	13	13.0	13.0	92.0
	Strongly Disagree	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Out of 100 educated respondent 52% are not willing to shift back to other mediums to seek information and knowledge in the presence of e-learning where 27% have mix and match opinion and 21% think they should not only rely on facebook for information in presence of other mediums.

I never refer to traditional media after receiving the information through Facebook to cross check its validity

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
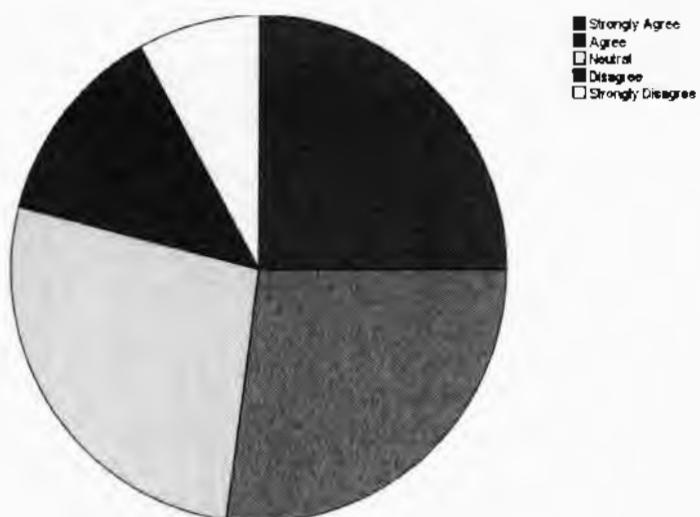
4.2 Findings of the Study

The research targeting facebook as a source of news comprise on the individual interviewed who are the direct users of facebook, from a total of 100 respondents 49% were graduates, 41% were Masters and 10% were above masters who have participated in this research study and provided their opinion by filling the questionnaire according to their preferences. 22% respondents were of age 18-22, 65% belongs to age group of 23-26 where 13% were above 26 from the selected population randomly chosen for this study.

77% student from the selected population use facebook more often where 23% recoded their responses as are rarely using facebook. The result showed that out of 100 respondents 47% use Facebook for information, 19% use twitter, 12% use LinkedIn where the remaining 9%, 8% and 5% use Video Sites, Blogs and Wikis respectively to retrieve information. 37% users use facebook for information, 41% for education and 17% for entertainment and fun hunting where 5% were among those who use facebook platform for other purposes. Interestingly 53% respondents said that they use facebook for news and check factual information, 11% for to be aware of popular trends 14% to obtain info about what is new, 7% for obtaining comments and views, 6% to find troubleshooting, 5% for prompt overviews and 4% to keep in touch with others.

79% students agreed that facebook is a unique package for information at one place, only 8% disagreed the statement where 13% remain neutral. 28% respondent strongly agreed that information they rely on facebook 47% agreed, 16% remain neutral and only 9% disagreed the opinion. 71% students agreed that they prefer facebook upon traditional media for news and information where 17% remain neutral and 12% disagreed from the point. 65% agree 20% neutral and 15% disagree that facebook will replace other media as a source of information.

63% respondents think that the facebook is a authentic and valid source for information where 19% disagree the opinion and 18% remain natural. 56% students are agreed that facebook provides quick and accurate information than traditional media, 28% neutral and 16% disagreed the opinion.

57% agreed that facebook is satisfactory medium for information seeking purpose where 26% did not disclose their opinion and 17% are disagreeing. A total of 60% is agreed that facebook provides quick access to the information better than other medium where 22% remain neutral and 18% disagreed with the statement.

61% agreed that quality of information they have on facebook is much better than other media where 23% remain neutral and 16% disagreed. Out of 100 educated respondent 52% are not willing to shift back to other mediums to seek information and knowledge in the presence of e-learning where 27% have mix and match opinion and 21% think they should not only rely on facebook for information in presence of other mediums.

4.3 Hypothesis Testing

The hypothesis designed for this study was

H1: Using facebook as source of news becoming more popular practice among social media users than traditional media.

HO: Using facebook as source of news is not popular practice among social media users than traditional media.

4.3.1 Chi-Square Test

Test Statistics		
	Facebook is a unique package for all info at one place	I never refer to traditional media after receiving the information through facebook to cross check its validity
Chi-Square	72.100[a]	15.800[a]
df	4	4
Asymp. Sig.	.000	.003
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.		

After the statistical treatment of the gathered data the following results have been obtained.

By computing the Chi Square value for the said hypothesis the relation between variables "Facebook " as "Source of News" is positively associated that is why the hypothesis H1 is accepted with the degree of freedom =4 and value of Chi square 72.100a as shown in above tables.

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Stati stic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
facebook is a unique package for all info at one place	100	1	5	1.84	1.002	1.189	.241
I never refer to traditional media after receiving the information through facebook to cross check its validity	100	1	5	2.52	1.227	.422	.241
Valid N (list-wise)	100						

On the basis of above given results hence it is proved that users of facebook from the age 23-26 are more dependent on facebook for news than age less than 23 and more than 26. The statistical treatment also proved that users are not reluctant to use traditional media and relying on facebook these days to seek information and learn new trends including updating their knowledge and current affairs understandings.

4.4 Uses and gratification theory implications

The uses and gratification methodology spots power in the hands of the group of onlookers and is a useful point of view when attempting to comprehend media use, introduction, and impacts. Then again, while the uses and gratification methodology has been connected routinely to conventional media, examination clarifying why individuals utilize new online networking systems and additionally the satisfactions they acquire from them is rare, best case scenario. This exploration gives an extensive diagram of the uses and gratification approach and additionally the present writing about online networking systems. A contention is constructed inside of the postulation to concentrate on facebook as one online networking system through the uses and satisfactions hypothetical lens. Exploration inquiries are given and a review of 100 direct clients of facebook was led. Results demonstrate that individuals utilize an assortment of facebook capacities, that the gratification looked for from facebook are not the satisfactions got from facebook, and that individuals are watchful about the sorts of data they share on the online

networking system. Moreover, results recommend that facebook clients acquire more gratification from the inactive elements of facebook rather the dynamic capacities as far as social upkeep and amusement.

Chapter 5

Recommendations and Suggestions

The given review depended on overview by utilizing all around outlined survey as a standard of estimation and unit of investigation to gauge how much individuals selected for this study are depending on social media for news particularly Facebook. The center target of the review was to look at Facebook as a news source, and to research what clients do to assess the dependability of the data gave by Facebook. To understanding what sorts of online networking are much of the time utilized as source of data by internet users and furthermore how clients access the nature of data from such sources is fundamental as it would help distinguishing challenges that clients experience while choosing non-customary source of data i.e. Facebook.

5.1 Recommendations and Suggestions

Based on collection and then analysis of the gathered data to draw evidence based conclusion in this study following are some key recommendations:

A. The age group belonging to 23-26 is more dependent on facebook for seeking information and news. This fence may recommend that the specific group of audiences are the seeker of news item on facebook that may vary from region to region so there should be a mechanism of moderation in place to educate the users of specific group who are trusting Facebook as news source.

B. The outcome of the study that the practice of using facebook for newsworthy information is getting more popular among masses than traditional media rectify that exponential growth in technology specially trends of social media has more capability to attract users through its interactive interface and ease in access as well as direct feedback. There would me a proper way of regularization of social media so that the trust of users could be secured and authenticity of news could be ensured.

C. The study suggest that majority if users are convinced that facebook is satisfactory medium for information seeking purpose which might be the reason most of the news organization as well as media practitioners are using social media as an additional source to reach mass audience. Media is a trend setter and policy maker so there is a stern need

to avoid ambiguous opinions while interacting through Facebook to maintain the prominence and proximity of news worthy events.

D. 60 percent respondent in the study agreed that facebook provides quick access to the information better than other medium. This shows that public is more dependent on social media than traditional media so they should be given proper, rightly directed and accurate information through these sources to minimize the effects of deceptive information that may damage there moral values.

E. Social media has the ability to engage users reciprocally than traditional media. This advantage of social media has given a hand full opportunity to traditional media to guide there consumers in right direction by providing authentic and accurate information to them. This will not only build the trust of audience on media but also provide them a chance to reach maximum number of people promptly.

Based on the findings and considering that most of the youth is more inclined toward Facebook, the researcher suggest that information professionals and educators acknowledge the appeal and value of social media to users as alternative information sources, and that how to evaluate and use information from social media should be included in information literacy education programs. With the increasing popularity of social media, it might also be helpful that information professionals play a proactive role in improving the information quality of social media. They can consider contributing quality information to social media, providing additional resources that can be consulted and compared with, adding expert opinions, and so on. Further research is called for in order to better understand specific criteria that are, and can be, used for evaluating each type of social media, and ultimately to suggest key criteria for the evaluation.

As social media resources have features and characteristics different from those of traditional information sources, a thorough evaluation of the information gained from social media requires new approaches and strategies. Therefore, this might be a good time for educators to redesign current education programs in a way that should be encouraged to cover strategies for the effective evaluation and use of social media as information sources. For this to happen, a set of evaluation criteria as well as a roster of evaluative actions related to the unique characteristics of the various social media platforms will need to be developed. Students should be encouraged to remain vigilant of the shortcomings of social media information. Problems such as the possibility

of fake reviews and the speed and breadth with which misinformation that can spread should be discussed and addressed properly and well on time so that the educational concepts should remain same. The study also recommends that students should be provided with the proper training of using social media and its impacts if not used in the right direction. Due to lack of resource and time the researcher has included a short sample size of 100 respondents that can be expand for better results.

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Annexure

Questionnaire

Research Topic: Facebook As A News Source- An Analysis
Researcher Name: Shahid Iqbal
Institute: International Islamic University Islamabad, Pakistan
Department/Faculty: Media and Communication Studies/ Faculty of Social Science

Part 1

1. Qualification

- Graduate ☐
- Masters ☐
- Above Masters ☐

2. Age

- 18 -22 ☐
- 23-26 ☐
- More than 26 ☐

3. How frequently you use Facebook

- Often ☐
- Rarely ☐

4. Which social media platform you used to acquire information

- Facebook ☐
- Twitter ☐
- Linkedin ☐
- Video sites (Youtube, Vimeo etc) ☐
- Blogs ☐
- Wikis (Wikipedia, yahoo answers etc) ☐

5. Why you use Facebook

- For Information ☐
- For Education ☐
- For Entertainment ☐
- Other (please specify)_____

6. Main reason to use the Facebook as a source of information

- To get updates and news   ☐
- To check factual information   ☐
- To be aware of popular trends   ☐
- To get information about new topics ☐
- To obtain other users perspective/opinion/comments ☐
- To find solution to a problem   ☐
- To get a quick overview   ☐
                                    ☐

- To keep in touch with others

Part 2

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Facebook a unique package for all info at one place					
I rely most on Facebook for information and news					
I prefer Facebook on traditional media for news and information					
Facebook is replacing all the other sources of information					
Facebook is authentic and valid source to obtain needed information					
I am satisfied with the speedy and accurate information I got from Facebook as I am no more dependent on old traditional media					
Using Facebook is satisfactory medium to seek information					
I prefer the speed, accuracy and authenticity of Social Media over traditional media					
The quality and accuracy of information is much better on Facebook than other media					
I never refer to traditional media after receiving the information through Facebook to cross check its validity					