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A Study on Journalism and a Study on Misinformation towards Public with Reference to Erode and Coimbatore, Tamilnadu, India

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ABSTRACT

The cry of 'fake news' has become ubiquitous, used by political factions to discredit rivals and disreputable organisations to effect social discourse. Various digital innovations are being trialled by publication platforms to improve access to quality journalism. Business must be careful to understand the context of their messaging and build customer trust to provide context. 100 publics were administered for the Research Questionnaire after taking their consent. Simple Percentage Analysis and Henry Garrett Ranking were used to analyse the data. The results showed the significant impact of towards public due to misinformation in journalism.

INTRODUCTION

Journalism refers to the production and distribution of reports on recent events. The word journalism applies to the occupation, as well as citizen journalists using methods of gathering information and using literary techniques. Journalistic media include print, television, radio, Internet, and, in the past, newsreels. The advent of the Internet and smart phones has brought significant changes to the media landscape in recent years. This has created a shift in the consumption of print media channels, as people increasingly consume news through e-readers, smart phones, and other personal electronic devices, as opposed to the more traditional formats of newspapers, magazines, or television news channels. [1-3]

STATEMENT OF THE PROBLEM

'Fake news' is today so much more than a label for false and misleading information, disguised and disseminated as news. It has become an emotional, weaponised term used to undermine and discredit journalism. This study will help us to identify the

various factors leading to misinformation and problems faced by the public due to misinformation in journalism.

OBJECTIVES OF THE STUDY

- To identify the Demographic Profile of Respondents.
- To identify the Problems faced by the Public due to misinformation in journalism.

SCOPE OF THE STUDY

- The present study will help us to know about the clear view of truth, trust and journalism.
- This study will help us to know about the news industry transformation: digital technology, social platforms and the spread of misinformation and disinformation.

LIMITATIONS OF THE STUDY

- Many Respondents neglected to respond to the Survey in their Busy Schedule.

- Many Respondents found it difficult to Rank the Problems faced by them, as they are equally facing all the problems.
- As the Questionnaire is based on real situations in journalism, they gave socially desirable answers.

LITERATURE REVIEW

- **Simons Greg, (2017),** "Fake News: As the problem or a symptom of a deeper problem?" said that, Fake news is considered to be a significant problem that faces global society and the way it functions. There has been a considerable amount of attention that has been given to this problem, which makes it seem like a modern issue.
- **Dr. Žiga TURK, (2017),** "Technology as enabler of fake news and a potential tool to combat it" said that, this paper investigates the role of technology in the circulation of the so-called fake news. Technology is a major tool for the dissemination of fake news but also offers methods to analyse their real impacts and tools with which fake news can be argued against and even, more or less democratically, stopped.
- Jon Roozenbeek and Sander van der Linden, (2017), "The Fake News Game: Actively Inoculating against the Risk of Misinformation" said that, the rapid spread of online misinformation poses an increasing risk to societies worldwide. To help counter this, we developed a "fake news game" in which participants are actively tasked with creating a news article about a strongly politicized issue (the European refugee crisis) using misleading tactics, from the perspective of different types of fake news producers.

Research methodology

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Applied research

Applied research aims at finding a solution for an immediate problem facing a society or an

industrial/business organisation, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is **100**.

Data collection method 8.1 primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by the researcher. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone preciously. The data are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked

to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:
Percent Position

$$= 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents
 N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table No 1: Demographic Profile of the Parent Respondents

Details of the respondents		No. of respondents	Peren-tage
Gender	Male	64	64
	Female	46	46
	Total	100	100
Age	Less than 25yrs	36	36
	25-35 yrs	39	39
	36-45 yrs	12	12
	Above 45 yrs	13	13
	Total	100	100
Marital status	Married	48	48
	Unmarried	52	52
	Total	100	100
Academic qualification	SSLC	9	9
	HSC	3	3
	Diploma	14	14
	UG/PG	75	75
	Total	100	100
Occupation	Student	31	31
	Employee	37	37
	Business	20	20
	Agriculture	12	12
	Total	100	100
Monthly income	Below 10000	25	25
	10000-20000	36	36
	20001-30000	20	20
	Above 30000	19	19
	Total	100	100
Type of mode	Radio	10	10
	Television	40	40
	Newspaper & Magazines	25	25

Internet	25	25
Total	100	100

Source: Primary Data

Interpretation

From this study it is evident that 64% of respondents are male, age group of 39% of the respondents are between 25-35 years, 52% of the respondents are unmarried, 75% of the respondents

are UG/PG qualified, 37% of the respondents are employee, 36% of the respondents are with the salary between 10000-20000, 40% of the respondents use the television mode of watching news.

Table no 2: Rank of the problems faced by the public due to misinformation of journalism

S.no	Problems faced	Mean Score	Total Score	Rank
1	Not knowing the actual news	423	3807	3
2	Unknown fear	551	2755	6
3	Loss of trust	393	3930	2
4	Indirect manipulation of thoughts	522	4176	1
5	Affecting family & friends	570	2280	7
6	Indirect caste problem	651	1302	9
7	Misleading	536	3216	5
8	Personal assassination	698	698	10
9	Creation of negative opinion among the public	525	3675	4
10	Energy waste-economically&financially	631	1893	8

Source: Primary Data

Interpretation

From this study, it is found that from the table it is evident that, **Indirect manipulation of thoughts** is ranked as no.1 with the total score of

4176. **Loss of trust** is ranked as no.2 with the total score of 3930. **Not knowing the actual news** is ranked as no.3 with the total score of 3807.

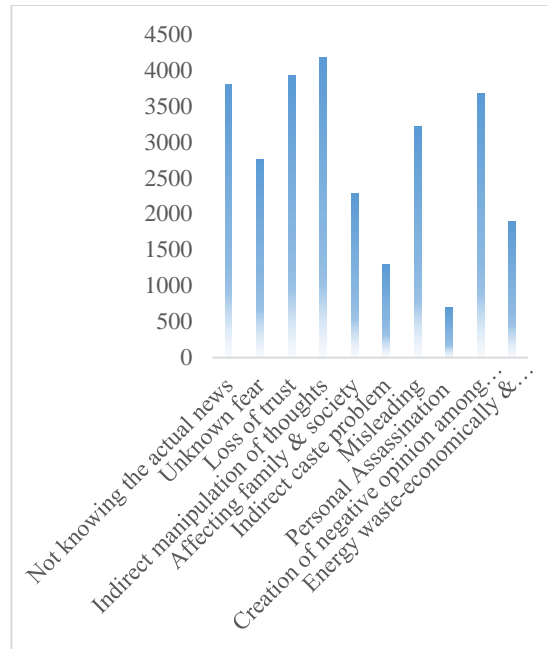


Figure no 1: Problems faced by the public due to misinformation

FINDINGS

1. **Indirect manipulation of thoughts** is ranked as no.1 with the total score of 4176,
2. **Loss of trust** is ranked as no.2 with the total score of 3930,
3. **Not knowing the actual news** is ranked as no.3 with the total score of 3807,

SUGGESTIONS

- 1) The problems arising due to the misinformation can be educated to the general public even from the school level.
- 2) All the information from radio, TV, newspaper etc. can be analysed and discussed in neighbour/friends circle, so that an original assumption can be ascertained.

REFERENCES

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- [3]. Allcott, H., & Gentzkow, M. Social Media and Fake News in the 2016 Election. Journal of Economic Perspectives, 31(2), 2017, 211–236. <https://doi.org/10.1257/jep.31.2.211>

- 3) Political parties can avoid of having media ownership.

CONCLUSION

Fake news is more generally framed, perceived and understood as being an insidious problem that potentially will undermine journalism, mass media and the very fabric of liberal democracy. This is due in part, how the utopian role of journalism and mass media, particularly within the frame of news production, play in a democratic society. It is also a product of people's aversion to the thought of having their free will and choice being manipulated by another party. Therefore, fake news needs to be understood within the context as being a tool of shaping audience opinion and perception by striking an emotional resonance.