

Digital Disruption and the Impact of Social Media on Traditional News Media

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Abstract: *In the era of digital transformation, social media has become deeply integrated into people's daily lives, significantly influencing how information is created, shared, and consumed. The journalism industry has adapted to various social media platforms, enhancing the speed and reach of news dissemination. Platforms such as YouTube, Twitter, Facebook, and Instagram are now widely used by organizations, influencers, and political figures to share updates and opinions in real time. Traditionally, newspapers and television news channels held dominant roles in shaping public opinion. However, the widespread availability of the internet and smartphones has led to a shift in consumer preferences toward digital media. This study examines the impact of increased social media usage on the consumption of print and television news. It aims to explore changing user preferences, evaluate the decline of traditional media, and identify the key factors influencing consumers' choice of news platforms..*

Keywords: Social Media, Print Media, Television News, Digital Transformation

I. INTRODUCTION

Traditionally, print media particularly newspapers has played a central role in informing the public. In India, newspapers have long been regarded as credible and comprehensive, offering thoroughly vetted news that influences both individual opinion and public discourse. Their local reach also provides value in community-level information sharing and advertising.

Despite its historical significance, print media struggles to capture the attention of younger generations. The advent of digitalization has transformed how society interacts with information—shifting from delayed, physical access to real-time, digital consumption. Unlike print media, social platforms offer immediacy, flexibility, and broader outreach, rapidly distributing content to global audiences with minimal delay.

Social media refers to internet-based tools that facilitate the exchange of user-generated content, such as texts, images, videos, and opinions. Accessible via smartphones and computers, platforms like WhatsApp, Twitter, LinkedIn, Facebook, and Instagram have become integral to communication, entertainment, education, and especially news consumption. However, this democratization of information comes with risks—false or misleading content can spread quickly, sometimes inciting unrest.

Television vs. Social Media

A decade ago, television news channels were a primary source of real-time information and public discourse. However, their popularity has waned as internet speeds have improved and media companies pivot toward online broadcasting. Many people now encounter breaking news on social media before it is covered on TV.

Social media has eclipsed television and streaming platforms in many ways by offering personalized experiences, real-time interaction, and viral potential. These qualities attract both users and advertisers alike. Although television remains part of many households, its influence especially among younger demographics has notably diminished.



Social media's appeal lies in its accessibility, user engagement features (such as likes, shares, and comments), and real-time communication. Users actively participate in news dissemination and opinion building, making the experience far more interactive compared to passive television viewing.

Objectives of the Study

- To evaluate the impact of social media on traditional news platforms like print and television.
- To understand public preferences in news consumption.
- To identify factors contributing to social media's dominance over traditional media.

II. LITERATURE REVIEW

According to Bertot et al. (2012), social media thrives on user-generated content, which contrasts sharply with the professionally curated nature of traditional media. Moller (2012) emphasized the convenience of social media for both consumers and journalists in terms of content discovery and research. McKenney (2018) observed a decline in print media as it adapts to online formats due to technological pressures.

Studies by Nurliah (2018) and Restendy (2020) advocate for media convergence, urging traditional platforms to integrate digital approaches to remain relevant. Purnamasari (2018) noted that modern audiences seek news aligned with their interests and backgrounds, reflecting the shift toward personalized content. Finally, Kusuma (2016) and Firmansyah & Asgha (2020) stressed that conventional media must maintain accuracy and ethical standards to preserve public trust.

Reports from Assocham confirm that social networking sites are significantly altering how people especially youth engage with news content.

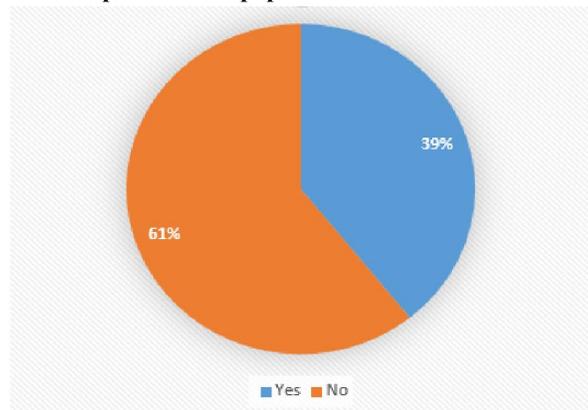
III. RESEARCH METHODOLOGY

A survey-based approach was employed, targeting diverse age groups in Nagpur, Maharashtra. An online questionnaire was distributed to 500 individuals, with 158 valid responses collected. In addition to survey data, interviews were conducted to gain qualitative insights into how digital media influences perceptions of traditional news. Secondary data was drawn from academic journals to support theoretical perspectives.

IV. FINDINGS

This section presents a discussion of key questions from the questionnaire along with the corresponding responses.

Q. Do you purchase or subscribe to a printed newspaper?

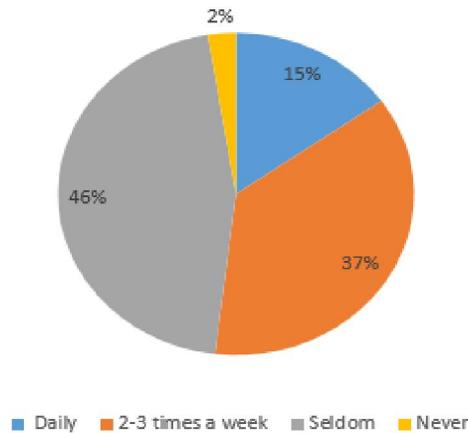


In response to this question, only 39% of the participants indicated that they have a newspaper subscription. In contrast, the remaining 61% reported that they do not subscribe to or purchase printed newspapers.



Q. How frequently do you read the printed newspaper?

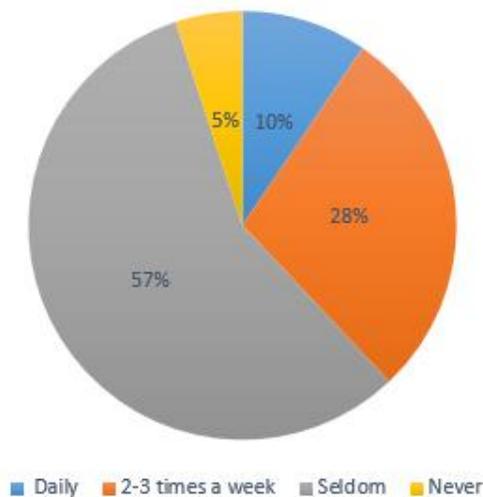
- Daily
- 2-3 times a week
- Seldom
- Never



When participants were asked about how frequently they read printed newspapers, 15% stated that they read it daily, with the majority in this group being individuals aged 40 and above. Around 37% mentioned that they read newspapers two to three times a week. Meanwhile, 46% indicated that they read them only occasionally, and a small portion, 2%, reported that they never read printed newspapers.

Q. How frequently do you watch news channels on television?

- Daily
- 2-3 times a week
- Seldom
- Never

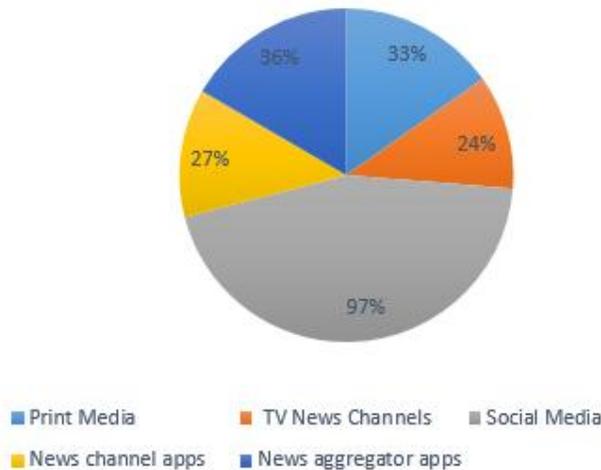


When participants were questioned about how often they watch television news, only 10% reported watching it on a daily basis. About 28% stated they watch it two to three times per week. A larger portion 57% mentioned that they rarely tune in to television news, while 5% said they do not watch it at all.



Q. What is your primary source of news?

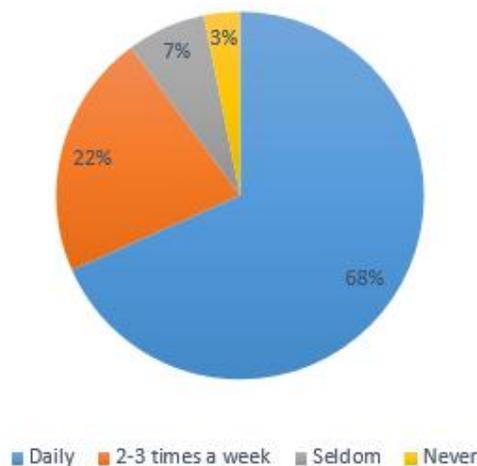
- Print Media (News papers, Magzines etc.)
- Television News Channel
- Social Media (Instagram, Twitter, Whatsapp, Facebook etc)
- News channel apps (NDTV, BBC, TOI,HT etc.)
- News aggregator apps (InShorts, Dailyhunt, Flipboard)



A significant 97% of respondents indicated that social media platforms like WhatsApp, Twitter, LinkedIn, and Facebook are their primary sources of news. Additionally, 27% reported relying on television news channels, while 36% said they use news aggregator apps. Print media was cited by 33% as their main news source, and 24% mentioned television news consumption.

Q. How frequently do you rely on social media to stay updated with news and current events?

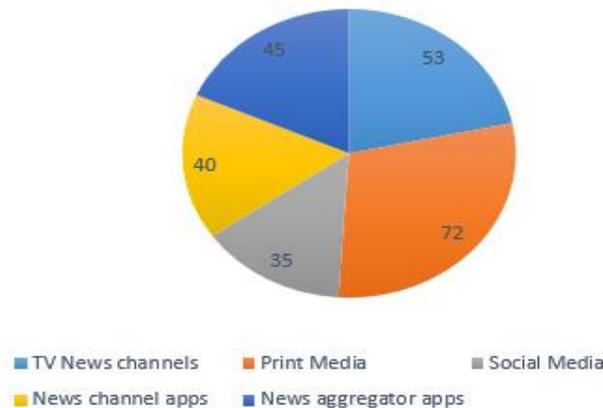
- Daily
- 2-3 times a week
- Seldom
- Never



When respondents were asked how frequently they use social media to stay informed, 68% stated that they access it daily for news updates. Another 22% mentioned using social media 2–3 times a week for this purpose, while 7% said they rarely turn to social media for news, and 3% indicated they never use it for news consumption.

Q. Which of the following news media do you consider the most trustworthy?

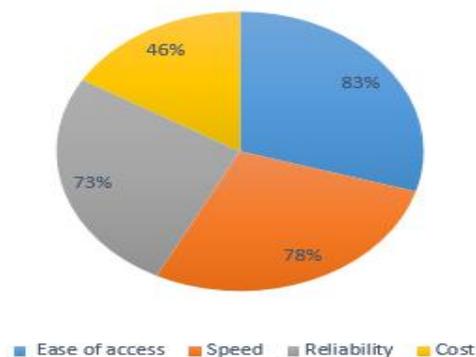
- TV News channels
- Print Media (News Papers and Magazines)
- Social Media (Twitter, Whatsapp, Instagram etc.)
- News channel apps (NDTV, BBC, TOI etc.)
- News aggregator apps (InShorts, Dailyhunt, Flipboard etc.)



According to the responses, 72% of participants consider printed newspapers to be the most trustworthy source of news. Television news was deemed credible by 53% of respondents. Additionally, 45% expressed trust in news aggregator apps, while 40% and 35% believed news channel apps and social media, respectively, to be reliable sources.

Q. Which factor(s) do you consider most important when choosing a news medium?

- Ease of access
- Speed
- Reliability
- Cost



When asked about significant factors in choosing news media, 83% respondents said that ease of access, 78% respondents said that speed, 73% respondents said that reliability where as 46% respondents said that cost of news.



Apart from the above findings interview with the respondents revealed that large corporations control today's television news channels and they are politically biased and broadcast news in favour of ruling party that is why their credibility has gone down.

Few respondents disclosed that waiting for newspaper and reading news does not make sense they want to read and watch most updated news anytime, anywhere and according to their interest. Most of the respondents read and watch news in their mobile using Apps and social media platforms such as Twitter, WhatsApp, LinkedIn, YouTube etc.

V. CONCLUSION

Print media remains relevant primarily among older adults due to its perceived reliability and depth of reporting. However, its relevance is declining, especially among younger users who prefer instant, mobile-accessible news. Despite its credibility, newspapers face challenges in timeliness and engagement. Television news channels are also losing ground, largely due to their perceived bias and rigid broadcast schedules.

Digitalization is the major driver behind this shift. The desire for immediate, convenient, and personalized news access is reshaping media consumption patterns across all age groups. Social media meets these demands efficiently, making it the go-to platform for news today. The trend suggests a generational divide: while older audiences stick with traditional formats, younger demographics are shaping a future dominated by digital media.

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