Social media and news dissemination

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CERTIFICATE

This is to certify that **Prattun Saha** has successfully completed the dissertation titled **"Social media and news dissemination "** under the supervision of **Dr. Dhiraj Shukla** as part of the requirements for the fulfilment of M.A in Journalism and Mass Communication at Guru Ghasidas University Bilaspur (C.G). The work presented by the student is original to the best of my knowledge and also been conducted in accordance with the ethical standards and guidelines set forth by the university.

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Introduction

Background of the study

The advent of social media has ushered in a transformative era for the dissemination and consumption of news. Platforms like Facebook, Twitter (now X), Instagram, and YouTube have become integral to the daily lives of millions, providing users with instant access to a vast array of information. The traditional gatekeeping role of mainstream media has been challenged by the rise of these platforms, which allow users to share, comment, and engage with news content in real-time. This shift has significantly altered the media landscape, raising questions about how news consumption patterns have changed and what this means for the future of journalism.

In this context, understanding the impact of social media on news consumption is crucial. While social media offers unprecedented access to diverse viewpoints and breaking news, it also presents challenges, including the spread of misinformation, the creation of filter bubbles, and concerns about the credibility of news sources. As social media continues to evolve, its role in shaping public opinion and influencing democratic processes cannot be underestimated.

Problem statement

Despite the increasing reliance on social media for news, there remains a gap in understanding how this shift affects the overall quality and reliability of information that people consume. Traditional news consumption involved curated content from established sources, whereas social media platforms often expose users to unverified information, leading to potential misinformation. Moreover, algorithms used by these platforms to personalize content may create echo chambers, limiting exposure to diverse perspectives. This dissertation seeks to address these concerns by exploring the ways in which social media has transformed news consumption, the factors influencing trust in social media as a news source, and the broader implications for journalism and public discourse.