

Platformization of News Media: Liberalizing Journalism at Regional Stage

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ABSTRACT

This paper investigates the platformization of news media and its impact on journalism, focusing on the Gorakhpur Division in Uttar Pradesh, India. The study examines how digital and social media platforms like YouTube, Facebook, Twitter, and Instagram have transformed news production, making it multidirectional and fostering greater interaction between content creators, audiences, and advertisers. The research highlights that even hyperlocal and regional media outlets are increasingly adopting platform-based news production, driven by the need to adapt to the evolving digital landscape. The phenomenon of platformization has led to a reliance on social media and content recommendation services for news dissemination, significantly impacting journalism globally. Despite these changes, traditional journalistic values, such as investigative reporting and in-depth analysis, continue to play a crucial role in Indian journalism. The research utilizes descriptive analysis with primary data collected through simple random sampling and purposive sampling of the Gorakhpur region, followed by interviews with selected digital news platform operators. The analysis focuses on understanding their platform usage and digital strategies.

INTRODUCTION

Facebook launched the Facebook Development Platform on August 15, 2006, granting access to Facebook users' friends, events, images, and profiles for third-party developers. expand the "Facebook experience" to third-party apps transforming Facebook into a platform for developers. Facebook made a platform upgrade official when it unveiled Facebook Platform at the first Developer Conference a year later. Developers may create apps by utilizing Facebook Platform's extensive integration with Facebook's "social graph," which is a mapping of the relationships between users and items, and a collection of tools for sending and retrieving data to and from Facebook . This basically transformed how the News are circulated and to whom. Now the News production became not only bidirectional but also multidirectional, where News and Content creators coexist with their audience, Advertisers etc

The advent of the internet and the dominance of digital and social media platforms, particularly those owned by tech giants like Google, have dramatically reshaped numerous industries, including the news media. This transformation has compelled the news media industry to continuously adapt its business strategies, especially in terms of news production, publication, and distribution models. Journalists today, whether affiliated with news organizations or working independently, encounter various challenges ranging from threats to media freedom and journalistic practices to declining readership and viewership. The global print newspaper industry, in particular, has been severely affected by these shifts.

Here Researcher In this paper is trying to bring this gloc(Glocal Adjective - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com, n.d.) phenomenon in reference to Gorakhpur Division in Uttar Pradesh India. Here he is trying to underline the idea that even Hyperlocal and Regional media are shifting to Platform based News Production.

LITERATURE REVIEW

The phenomenon known as platformization in the realm of news media involves an escalating dependence on platforms such as social media and content recommendation services for the dissemination of news(Nielsen & Fletcher, 2023), which has a global impact on journalism and audience engagement. Studies indicate notable disparities among countries in the utilization of social platforms for accessing news, with the historical strength of newspapers in the market playing a role in the frequency of direct visits to news websites. There are apprehensions surrounding the merging of editorial and commercial boundaries by platforms like Taboola and Outbrain that offer content recommendations, impacting both news platforms and the integrity of journalism(Ratner et al., 2023). Furthermore, the emergence of sophisticated multimedia news communication platforms that harness big data, machine learning, and data fusion technology is revolutionizing the production of news and the interaction with audiences, thereby improving the speed and accuracy of news dissemination(Qian, 2023). Despite adjustments in how content is disseminated on social media platforms,

news organizations in Germany do not consistently conform to the underlying principles of these platforms in their selection and adaptation of content, suggesting a nuanced approach to the process of platformization (Hase et al., 2022).

Pereira and Nguyen (2021) delves into the perceptions of Indian journalists regarding platformisation in the production and dissemination of news, in accordance with the global challenges faced by the media industry. Indian journalists voice apprehensions concerning content driven by reactions, dissemination of misinformation, and reliance on viewership for generating revenue, indicating a change in the operational methods of newsrooms. The research underscores the emergence of alternative journalistic approaches such as citizen journalism and freelance journalism, which influence public sentiment and editorial independence. Despite the influence of platforms on news organizations, Indian journalism tends to gravitate towards traditional methods, underscoring the evolution of the profession and its commitment to public service. This

inclination towards traditional methods is reflected in the continued emphasis on investigative reporting and in-depth analysis by Indian journalists, highlighting a dedication to upholding journalistic integrity amidst evolving media landscapes



RESEARCH METHODOLOGY

This research study mainly uses descriptive analysis relying on original data sources, along with some incorporation of existing research. To gather primary data, the researcher randomly selected the entire population within the Gorakhpur region and used specific terms to identify potential participants, followed by targeted selection to choose interview subjects. The criteria for selection was that the digital news platforms the respondents worked for had to distribute news for at least two districts. After this, the researcher interviewed the selected participants about how their digital news outlets operate.

DATA INTERPRETATION AND ANALYSIS

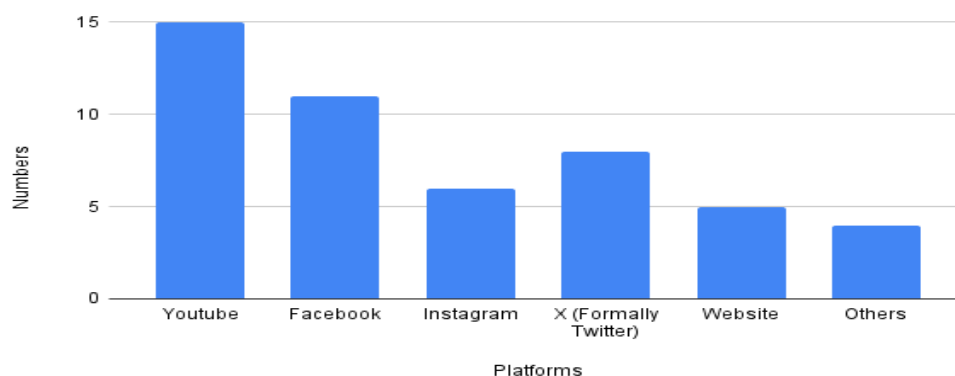
Here is the response to Question-

Are you present on multiple digital platforms? If Yes, Name them.

	Enterprise					Website	Others
1	Gorakhpur News	✓	✓	✓	✓		
2	Live Gorakhpur	✓	✓	✓	✓	✓	
3	Gorakhpur Post	✓	✓	-	-	-	
4	Local News Gorakhpur	✓	✓	-	✓		
5	Nukkad bahas (NB News)	✓	✓	✓	✓	✓	
6	Kabatak News	✓	-	-	-	-	
7	Star News Gorakhpur	✓	-	-	-	-	
8	ABC Hindustan	✓	✓	-	✓	-	Telegram
9	Gaon waale reporter	✓	✓	-	✓	-	-

10	Santosh chauhan Sach Bharat live	✓	✓	-	-	-	-
11	Apna Hak	✓	-	-	-	-	-
12	Samvaddata	✓	✓	✓	✓	✓	
13	SK news 24	✓	-	-	-	-	-
14	Bansgaon sandesh	✓	✓	✓		✓	App
15	Nishpaksh Today	✓	✓	✓	✓	✓	App
16	News Center Plus	✓	✓			✓	Instamojo

Numbers vs. Platforms



The chart illustrates the use of various digital platforms by regional digital news outlets, including YouTube, Facebook, Twitter, Instagram, and their own websites, among others.

YouTube Dominance: All the companies are active on YouTube, highlighting its critical role in disseminating regional news.

Facebook Presence: A significant number of companies (11 out of 16) maintain an active presence on Facebook, indicating its importance as a secondary platform for news distribution.

Selective Use of Twitter: Only 7 companies utilize Twitter, suggesting it is less popular or necessary compared to other platforms.

Instagram Utilization: With 9 companies on Instagram, it is widely used, though not universally.

Own Websites: Just 6 companies have their own websites, indicating a reliance on social media for their digital presence by many outlets.

Other Platforms: Some companies diversify their digital strategies by using additional platforms such as Telegram, apps, and Instamojo:

- ABC Hindustan uses Telegram.
- Bansgaon Sandesh and Nishpaksh Today have their own apps.
- News Center Plus utilizes Instamojo.

Overall, the chart indicates that while YouTube and Facebook are the dominant platforms for regional digital news companies, there is considerable variation in the use of other platforms. This suggests that companies choose platforms based on audience preferences and content strategies. Companies with a broader digital presence, including websites and additional platforms, likely have a more comprehensive approach to reaching their audience.

CONCLUSION

The platformization of news media is highly evident in news coverage and dissemination, driven by the approach of computerized and social media stages such as YouTube, Facebook, Twitter, and Instagram. This change has encouraged a multidirectional stream of news, cultivating more noteworthy interaction between news makers, groups of onlookers, promoters and other stakeholders in News media. The case consider of territorial advanced news outlets within the Gorakhpur Division of Uttar Pradesh, India, embodies this move, highlighting how indeed hyperlocal and territorial media are adjusting to platform-based news generation.

The information uncovers that YouTube and Facebook are prevailing stages, underscoring their significant parts in territorial news dispersal. In any case, the specific utilize of other stages like Twitter, Instagram, and restrictive websites shows a shifted approach to advanced nearness, custom-made to gathering of people inclinations and substance techniques. The appropriation of extra stages like Wire, apps, and Instamojo advance outlines the expansion of advanced procedures among these outlets.

This ponder underscores the require for news organizations to persistently adjust their trade models and procedures in reaction to the advancing advanced scene. Companies with a broader advanced nearness, counting websites and different stages, likely utilize a more comprehensive approach to gathering of people engagement. The continuous challenge for writers and news organizations is to preserve journalistic keenness and maintain open benefit values in the midst of these changes, guaranteeing that the center standards of news coverage stay intaglio in a quickly changing media environment.

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