

**A STUDY ON THE IMPACT OF CITIZEN JOURNALISM PLATFORMS ON PUBLIC
OPINION FORMATION AMONG YOUTH
DISSERTATION**

Submitted by
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In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for
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Grade

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CERTIFICATE

I hereby certify that this project entitled “ A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth” by Ms. Durga Surendran is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam

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DECLARATION

I do affirm that the dissertation “A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth” submitted in partial fulfilment of the requirement for the award of the Master of Arts in Journalism and Mass Communication has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

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ABSTRACT

The study focused on how citizen journalism platforms influenced public opinion formation, especially among youth, compared to traditional media. It assessed the credibility, trustworthiness, and role of these platforms in encouraging active participation in disseminating news. Employing quantitative methodology, survey data were collected from 120 participants between the ages of 18 and 30. The study found that while citizen journalism platforms were perceived as influential in shaping public opinion, they were seen as less credible than traditional media. Yet, these platforms were recognized for their role in bridging news gaps in a more diversified way, providing a platform for ordinary individuals to voice their opinions. Additionally, the research highlighted the significance of platforms such as Instagram and YouTube as primary sources of news consumption among the youth demographic, indicating the shifting landscape in media consumption habits. The findings highlighted the evolving role of citizen journalism in democratizing news production and distribution, presenting both challenges and opportunities for traditional media.

Keywords: Citizen journalism platforms, public opinion formation, new media ,youth

CHAPTER 1

INTRODUCTION

The research, “ A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth ,”examines how citizen journalism platforms shape public opinion and attitudes, thereby encouraging the youth to actively take part in the news-making process. The study further examines how these platforms help build a more informed public compared to traditional media. The rise of these platforms encourages people to actively take part in the news-making process. This provides an opportunity for ordinary citizens to speak out on issues that were previously suppressed. Due to the rise of Citizen journalism platforms , public have become not just consumers of news but creators of news, offering a multiple perspectives of the issues that matter most .

The Influence of citizen journalism platforms on shaping opinions fundamentally involves a inter relation of empowerment, responsibility, individual voices, and shared understanding. Traditional media which are gatekeepers of information, have shaped news that could limit the diversity of views presented to the public at large. Today, due to the widespread access to fake news, it is important to understand how audiences perceive the credibility of citizen journalism platforms, which is critical in determining its impact on public opinion. Additionally, the study delves into new media, examining how the public engages with citizen journalism platforms. Analysing how information is shared, commented on, and reacted to on social platforms helps in gaining a detailed insight into how citizen journalism is received and spread in the digital realm. The media is the world's most powerful force. They possess the ability to render the guilty innocent and the innocent guilty. Since they dominate the public's perceptions. The media is the world's most powerful force. They possess the ability to render the guilty innocent and the innocent guilty. since they dominate the public's perceptions.

The journalism profession is now more accessible to a larger range of people as we navigate a transforming digital world. The previous framework allowed it to be accessible to only a few organizations and people to denounce, denigrate, and destroy anyone or to honor, celebrate, and support anyone for any cause—some of which were questionable. By expanding the scope of communication, allowing more individuals to engage in the exchange of ideas will give critical topics more depth. With the potential to transform the world, citizen Journalism platforms gives people the ability to hold powerful organizations accountable. It gives regular people the chance to tell untold truths. The basic idea of citizen journalism is that news is made available to the public and is created, replicated, and distributed independently of official sources and institutions by means of a non-linear procedure.

Compared to news organizations, citizen journalism thus provides a wider range of viewpoints and options. Here, it's a dynamic process wherein users of the internet can communicate and examine different kinds of information without being limited by editorial standards, regulations, bureaucratic obstacles, or other duties related to working in professional journalism. It is crucial to note that traditional media and citizen journalism adhere to completely different professional standards. While traditional media journalists are expected to be professionals or have prior experience in the field of professional journalism, many people who produce and disseminate information for citizen journalism are regarded as amateurs and lack professionalism (Allen and Thorsen, 2009; Singer et al., 2011). Because of this discrepancy, professional journalists have a significant edge over amateurs in terms of influence and objectivity, as well as their ability to organize public opinion both inside and outside. The reason I want to research the topic "A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth" is that, as a journalism student, I have

consistently observed people around me being influenced by citizen journalism platforms such as YouTube and Instagram in forming opinions about various relevant social topics.

These discussions often lead to significant debates, ultimately resulting in the trending of those topics on these platforms, making many people aware of the cause. This, in turn, creates a flow of information and influences the public to form their own opinions about the issues. Recent social issues, such as Midhun Mohan's tragic suicide due to a failed relationship and actor Krishna Kumar's experience with caste discrimination and allegations against Gopinath Muthukad and the institution, magic planet for mistreating disabled children, gained significant prominence in Kerala. The notable aspect is the substantial role played by citizen journalists and platforms in bringing these issues to the forefront. The youth perspective changed as a result of the in-depth discussions and debates that these mediums enabled. The impact and reach of traditional media were surpassed by the diversified information that was disseminated on these issues through citizen journalism platforms. The public is able to comprehend both sides of the issues because of the various ways that citizen journalists have interpreted the stories.

People's perceptions are influenced by how they interact with the information, which encourages them to evaluate the facts and share their interpretations on various social media platforms through blogs, videos, comments, and other media. All of these measures encourage the active participation of a larger audience. Citizen journalism, often known as participatory journalism, involves individuals actively using digital technology to produce news. Instagram's visual platform enables the development of impactful news, such as photo essays and infographics, which enhances the storytelling part of citizen journalism. Users can share personal experiences, document occurrences, and visually communicate complex social issues. The platform's emphasis on visuals creates a direct connection with the viewer, enhancing empathy and understanding.

YouTube's video-centric style allows citizen journalists to conduct comprehensive discussions and analyses of societal issues. Creators can create documentaries, interviews, and vlogs to provide in-depth insights beyond typical news reporting. YouTube's visual and audio features boost narrative, making it an effective tool for knowledge co-creation.

1.1 OBJECTIVES OF THE STUDY

- Investigate how citizen journalism platforms contribute to shaping public opinions and attitudes in compared to traditional media.
- Examine how the rise of citizen journalism platforms encourages the youth to actively take part in the news-making process.
- Evaluate the credibility and trustworthiness of citizen journalism platforms among the youth.

1.2 THEORY

1.2.1 AGENDA- SETTING THEORY

As per the agenda-setting theory, the media can impact public opinion by emphasizing certain issues over others. This idea can be applied to my research topic, “A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth” as the theory suggests that these Platforms can contribute to shaping public opinions, especially among youth, by deciding which topics are covered and brought to the forefront of other topics. Citizen journalism platforms, as agenda-setters in the array of news stories with an emphasis on specific issues, play a crucial role in setting the agenda for public discourse. As these platforms often focus on local or niche topics, they can create an impact on the public agenda by bringing attention to issues that might be overlooked by traditional media.

1.2.2 FRAMING THEORY

Framing theory is the way particular information is articulated by the media. The theory suggests that the presentation ("frame") of information influences the way people understand an issue or event. This idea can be applied to my research topic, "A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth". as citizen journalism platforms can influence public opinion formation by framing news stories in a way that highlights specific aspects or perspectives. The frames created by citizen journalism platforms can impact how the public perceives and interprets certain issues, contributing to the overall formation of public opinion.

1.3 KEYWORDS

1.3.1 CITIZEN JOURNALISM PLATFORMS

Here the keyword "Citizen journalism platforms" explains about the new media platforms such as Instagram, YouTube, Facebook, and blogs used by young individuals. These platforms enable anyone without a professional journalism degree to report on any topics that arise on a regular basis. It offers varied perspectives on subjects that may not be covered in traditional media. These platforms are powerful digital mediums that it can make any news accessible to a wide range of people, especially among the youth.

1.3.2 PUBLIC OPINION FORMATION

The keyword "public opinion formation" is the process through which the majority of people in society form opinions, common beliefs, attitudes, and viewpoints on various issues. Public opinion is influenced by components such as media, educational background, social interactions, financial conditions, and personal experiences. Today, public opinion formation is mainly influenced by specific media, given its broad outreach to a large number of people. The public opinion can be changed based on the specific media they rely on.

1.3.3 NEW MEDIA

The keyword “new media” refers to digital communication technologies that have shifted how information is created, disseminated, and consumed. This includes internet platforms, social media, blogs, and other digital channels that allow for interactive and user-generated content. The study highlights the impact of new media on information flow patterns, emphasizing the need to understand how citizen journalism uses digital platforms to influence public opinions.

1.3.4 YOUTH

The keyword “youth” refers to the time of life when one is young, signifying the early phase of existence, growth, or development. It is during this stage that identity formation occurs in individuals. In today’s information-driven society, youth are shaped by the influence of technology and digital platforms. Even though they are assured in their ability to differentiate between credible and non-credible information, the accuracy of specific digital platforms is important.

CHAPTER 2

LITERATURE REVIEW

The second chapter of this research undertakes an extensive examination of existing literature , investigation about the role played by new media platforms in shaping public opinions among youth. This inquiry aims to amalgamate the existing body of knowledge, theories, and empirical evidence, establishing the groundwork for comprehending the credibility, trustworthiness, and accuracy of these platforms, which made a change in the way of news dissemination. The literature review offers a comprehensive exploration of how new media platforms such as Instagram, YouTube, Facebook, and blogs have created impact in news production. This chapter explores past researches , articles of prominent scholars by providing insight into the distinctive dynamics of citizen journalism platforms and how they contribute to public opinion formation.

2.1 “Technology and a New Genre of Journalism: Citizen Journalism,” A research conducted by Kaveri Devi Mishra in 2017 .

The study explains about the transformational impact created by citizen journalism, particularly in the context of the Delhi gang rape case which happened on 2012, December in India. The study highlights how ordinary citizens, utilizing technology and easy internet access, became citizen journalists to raise their voices against serious crimes. Between December 2012 and July 2013, there were 238 citizen journalism updates recorded on cj.ibnlive.in.com, complete with photos and videos. Mishra highlights the changing dynamics of media power, as regular individuals increasingly contribute reports on diverse topics like scams, accidents, corruption, civic indifference, or philanthropy through social media platforms such as YouTube and Facebook.

The Delhi gang rape incident led to a new wave of citizen journalism, challenging the traditional reporting paradigm. Mishra highlights how the incident initiated a mutiny on social and new media, with ordinary citizens producing hundreds of stories, influencing public opinion, and actively participating in the discussion over women's safety and the legal system. The study's findings suggest that citizen journalism played an important role in raising attention to the Delhi gang rape case. Ordinary citizens, frustrated with the slow justice process, took the initiative to report and demand action.

The collective voice of citizen journalists through various platforms, including tweets, videos, and blog updates, led to significant advances, including fair judgements and the implementation of new strict regulations for the protection of women. The study concludes by emphasizing positive effects of citizen journalism platforms. Mishra highlights the importance of citizen journalism in shaping public discourse, establishing a new standard for journalism, and enhancing public influence.

2.2 In the study “New Media Impacts on Journalism: Revisiting the Dynamics of News Production” by Pitabas Pradhan in 2013.

The emergence of the Internet and its applications is explored as a catalyst for expanding communication and journalism opportunities, ultimately democratizing media content. The collaborative and user-responsive nature of journalism is emphasized, leading to a blurring of distinctions between media producers and consumers. The transformation has redefined authorship, making it accessible to individuals with a computer, internet connection, and innovative ideas. This shift has empowered citizens to challenge the mainstream media's perceived shortcomings and articulate their own perspectives. The evolving media landscape, driven by technology, raises questions about the defining features of professional journalism while still maintaining its fundamental function of reporting information for public

consumption. Challenges related to authenticity, attribution, credibility, and error control are acknowledged in the realm of technology-driven journalism. Critics argue that it is yet to establish comprehensive rules, procedures, and ethical principles, but there is an optimistic outlook that Citizen journalism will evolve over time, developing its own guidelines and effective error-control mechanisms to enhance credibility and acceptance.

2.3 The article “What the Research Says: Youth, Media, and Democracy” from The Circle at Tufts University (2021).

This article explains about the challenging relationship between youth, media, and civic and political engagement. It highlights the important role played by social media and digital platforms in young people’s lives. Social media isn’t merely a platform with extensive influence; it also empowers a significant number of young individuals to not only absorb but also produce content that amplifies their perspectives and expressions. For a large number of youngsters, this is an essential aspect of their civic growth that isn’t being catered to by traditional media.

The young people are not so satisfied with traditional news media—especially with local news. According to studies, young people who have grown up in a completely different media atmosphere find it difficult to relate to traditional media presentation of news. For instance, a lot of young people nowadays shows lack of interest in listening to traditional media. Social media has become the primary source of news for young people.

In addition, compared to earlier generations, young people use and prioritize their time differently. That influences their preferred method of consuming news, particularly in situations where tailored news sources are available. These significant developments have not been effectively embraced by traditional media.

2.4 Citizen Journalism vs. Mainstream Journalism: A Study on Challenges Posed by Amateurs” by Rabia Noor in 2016.

According to the findings, citizen journalism platforms sometimes break news before traditional media do. This has reduced the dependability of the public on traditional media. There are times when the news submitted by citizen journalists serves as the first lead for stories said by professional journalists, even if they haven't come across any breaking news stories from them.

Traditional media often depends on citizen journalism platforms as a news source, supporting the efforts of professional journalists. Although citizen platforms reveal initial lead to news stories, it is professional journalists who investigate deep into the news. Comparing to citizen journalism platforms, traditional media upholds higher credibility, legitimacy and popularity with the public.

From the findings, The vast majority of participants believe that citizen journalism has improved our understanding of journalism. It enables ordinary individuals to voice out about the important issues that were skipped by traditional media journalists. Thus, by highlighting concerns at the local level that the mainstream media might otherwise neglect, citizen journalism enhances the coverage of current events. The revolutionary idea of citizen journalism turns the consumer into a contributor. It grants people the freedom to express themselves and take part in political and social change.

Further the study highlights how Citizen journalism platforms do not abide to the traditional news values. The majority of respondents from the survey collected argue that citizen journalism platforms should implement gatekeeping techniques to maintain trustworthiness in transmission of news to public. News from citizen journalists should be

cross-checked and verified by other sources, and undergo professional editing before being released to the public.

According to several respondents, in order to guarantee the legitimacy of citizen journalism news, citizen journalists should be taught the most fundamental and important journalistic ethics. In order to provide citizen journalists with an ethical foundation in journalism, traditional media should initiate journalism courses so that the citizen journalism journalists in citizen journalism platforms can undergo the professional training in order to understand news from non news. Emphasizing the importance of accurate, fair, and balanced news reports is crucial. Some propose the establishment of an independent body to verify the authenticity of information provided by citizen journalists.

2.5 In the study titled “Youth Perspectives on Citizen Journalism: Navigating Information and Shaping Opinions,” by Smith et al. in 2020.

The research explores the complex dynamics of how youth engage with citizen journalism platforms, with the goal of revealing the influence of this involvement on their opinions. Employing a mixed-methods strategy, Smith et al. (2020) merge surveys and in-depth interviews to gather perspectives from a varied group of youth participants. The study delves into the citizen journalism sources accessed by young individuals, acknowledging these platforms' role in providing varied perspectives beyond traditional media.

The research places a central emphasis on analyzing the way young individuals perceive the credibility of information distributed through citizen journalism platforms. Through an examination of the factors impacting trust and reliability, Smith et al. (2020) uncover the intricate considerations that individuals in the youth demographic navigate when consuming content from these alternative sources.

The study's findings provide a thorough understanding of how young people assess and validate citizen journalism platforms. This gives important insights into how people are forming beliefs in this age group. The research exposes the tensions between valuing diverse voices in citizen journalism and concerns about the reliability of information, contributing to ongoing conversations about media literacy and how young individuals assess information. This study contributes to a deeper understanding of how young people actively shape their own beliefs in the age of digital information, in addition to addressing the changing landscape of media consumption.

CHAPTER 3

RESEARCH METHODOLOGY

The methodology chapter holds significant importance in any empirical research. This chapter highlights the conceptual framework that identifies how news from new media platforms such as Instagram, YouTube, Facebook, and blog platforms can influence young individuals in altering their opinion formation process. The structured analysis of the data examines the level of credibility these platforms hold. It delves into whether these platforms help youth formulate an opinion about the issues, which will make society better informed in comparison to traditional media.

3.1 RESEARCH TITLE

“A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth”.

3.2 RESEARCH QUESTIONS

- Do citizen journalism platforms impact youth opinion formation as well as attitudes compared to traditional media?
- To what extent do the youth believe in the credibility and trustworthiness of citizen journalism platforms?
- Does the rise of citizen journalism platforms encourage youth to actively take part in the news-making process?

3.3 RESEARCH DESIGN

The research titled “A Study on the Impact of Citizen Journalism Platforms on Public

Opinion Formation among Youth” adopts a quantitative approach, employing a survey method. Quantitative research involves the use of numbers and graphs to evaluate theories and assumptions. This method is used to examine the insights of a particular subject. A questionnaire comprising 18 questions was prepared that is relevant to the title. Aside from questions about age, gender, and designation, fifteen questions are relevant to the research topic. The questionnaire for the survey was shared through Google Forms via social media platforms, and respondents were given a combination of multiple-choice, check-box, and closed-ended questions.

3.4 VARIABLES USED IN THE STUDY

Independent variables and their distribution

SI No	Independent Variable	Levels
1.	Age	18-20 , 21-25 , 26-30
2.	Gender	Female , Male
3.	Designation	Student , Employed , Self Employed , Unemployed

Dependent variables

SI No	Dependent variables
1.	Opinion of the youth
2.	Credibility of Citizen Journalism Platforms
3.	Youth engagement in citizen journalism platforms

3.5 SAMPLE SELECTION

The method used for the data collection was a survey method, and responses were collected directly from the primary sources. This was conducted using 15 questions, excluding the demographic questions. The population selected for this study consisted of people aged 18–30 using random sampling methods, as the survey was conducted online. A total of 120 participants participated in the survey. The survey link was sent to the participants, which included the purpose of the questionnaire and a brief explanation of the data collected, which will remain confidential.

3.6 DATA COLLECTION

The study employed a quantitative methodology, utilizing surveys for data collection. A structured questionnaire with closed-ended questions was created, and participants were requested to provide numerical responses. The collected quantitative data was subsequently analyzed to derive conclusions and insights aligned with the research objectives.

3.7 DISTRIBUTION OF SAMPLES

The researcher used 120 samples for this study. The samples were distributed based on demographic variables such as ‘Age’ , ‘Gender’ and ‘Designation’.

Frequency distribution of respondents and their age

Age	Frequency
18-20	25
21-25	68
26-30	27
Total	120

Frequency distribution of respondents and their gender

Gender	Frequency
Male	51
Female	69
Total	120

Frequency distribution of respondents and their designation

Designation	Frequency
Student	70
Employed	35
Self-employed	8
Unemployed	7

3.8 DATA ANALYSIS

The data obtained from the questionnaire will be thoroughly analysed. The tool used for collecting data is Google forms send via social media platforms .The Google forms make it easier to analyse the data. The analytical data in the Google forms is displayed in three ways: pie charts, which offer a visual representation of the data; individualised answers, which provide specific information; and the total number of responses obtained for each question.

3.9 THEORETICAL ANALYSIS

The main goal of this research is to analyse whether citizen journalism platforms shapes beliefs and attitudes of youth compared to traditional media and the perceived credibility of these platforms. To execute this study, the research will be investigated through the lens of two theories – Agenda -Setting Theory and Framing Theory .

Agenda setting theory is relevant to this study because it describes how these platforms can impact the public agenda by determining what issues obtain popularity and attention among the youth demographic. These platforms develop issues that identify with the youth population by using user-generated material to influence their thoughts and perceptions. Also the information shared by these platforms will be in diversified way that will be different from traditional media .

Framing theory is connected to this research through the way an idea is expressed on citizen journalism platforms; that is, how particular information is framed and transferred to the public. On citizen journalism platforms, news can be framed in different ways, which is not possible with traditional media. A recent example is the case of the youngster ,Midhun Mohan's suicide, initially conveyed in a way that suggested the women involved in his life had betrayed him. The same news was also covered in traditional media. However , citizen journalists in YouTube investigated another perspective of the story from the woman's side, indicating that she was in a toxic relationship. My point here is that the way particular information is framed can significantly shape the formation of public opinion.”

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Chapter four discuss about the data collected from the survey for the research titled, “A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth ,”. I employed a quantitative survey method to collect data, providing insights into whether individuals perceive citizen journalism platforms as shaping public opinion formation among youth in comparison to traditional media. The questionnaire obtained responses from 69 females, which makes up approximately 57.5% of the sample, while the sample included 51 male respondents (42.5%). The survey attempted to determine the young individuals belief in the credibility of these platforms. In the survey, people belong to the age category of 18–20, comprising 20.8% (25 participants), respondents aged 21–25 account for 56.7% (68 participants), and 22.5% (27 respondents) belong to the age category of 26–30.

4. How often do you use the internet to obtain news?

120 responses

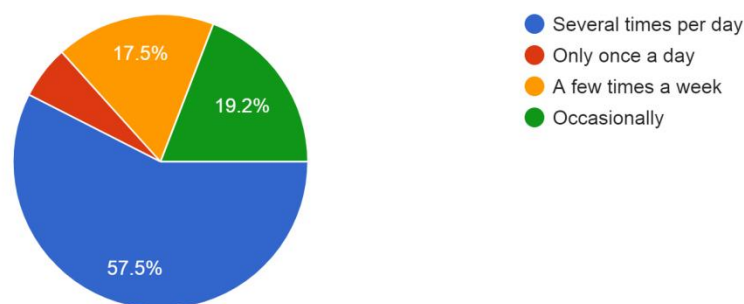


FIGURE 4.1

5. Are you familiar with the term “Citizen journalism platforms”?

120 responses

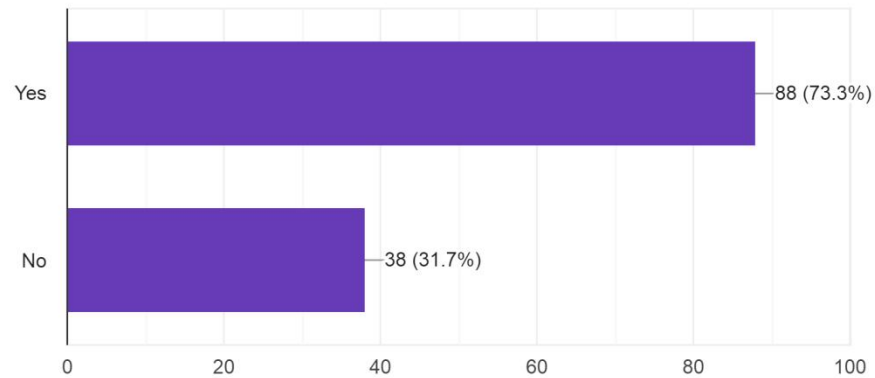


FIGURE 4.2

Out of 120 responses, 57.5% of individuals access the internet several times a day to seek news. Additionally, 88 respondents, constituting 73.3%, are familiar with the term “citizen journalism platforms,” while 38 individuals, representing 31.7%, are unfamiliar with the term.

6. Which New media citizen journalism platforms do you depend on regularly?

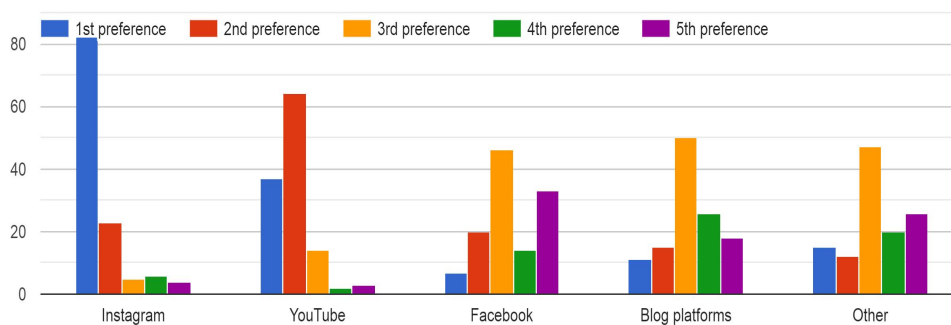


FIGURE 4.3

The data shows that respondents use social media platforms to seek news in their daily lives, and some of them are active on more than one platform. Youth depend on such platforms because they are easy to use and accessible. Instagram takes the top spot as a citizen journalism platform for youngsters, with 82 respondents voting for it, followed by YouTube with 64, blog platforms with 50, and Facebook with 46 respondents.

8. Do you believe that citizen journalism platforms shape public opinion?

120 responses

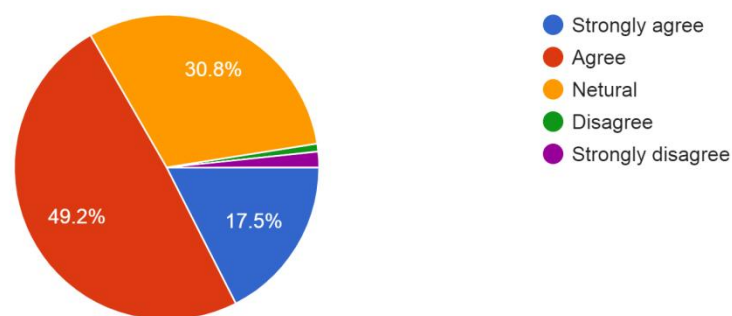


FIGURE 4.4

According to the data analysis, a significant number of respondents (49.2%) agree that citizen journalism platforms shape public opinion. Meanwhile, 30.8% remain neutral on the issue. Furthermore, 17.5% strongly agree, indicating a notable proportion supporting the influence of citizen journalism. Conversely, a small percentage, 1.7%, strongly disagree, and 0.8% simply disagree. Overall, the majority of respondents lean towards acknowledging the impact of citizen journalism on shaping public opinion.

11. How credible do you consider the news obtained from the citizen journalism platforms compared to traditional media ?

120 responses

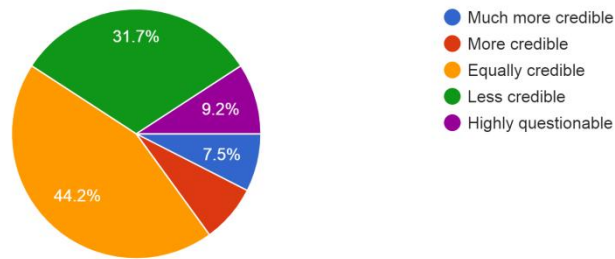


FIGURE 4.5

The data analysis indicates that the perceptions of the credibility of news from citizen journalism platforms differ from those of traditional media. Around 7.5% of respondents claim citizen journalism is more credible, with another 7.5% finding it much more credible. 44.2% of respondents believe both sources are equally credible. Nevertheless, 31.7% categorize citizen journalism platforms as less credible. Furthermore, 9.2% describe news from these platforms as highly questionable.

13. Have you encountered news on citizen journalism platforms that was not covered by traditional media?

120 responses

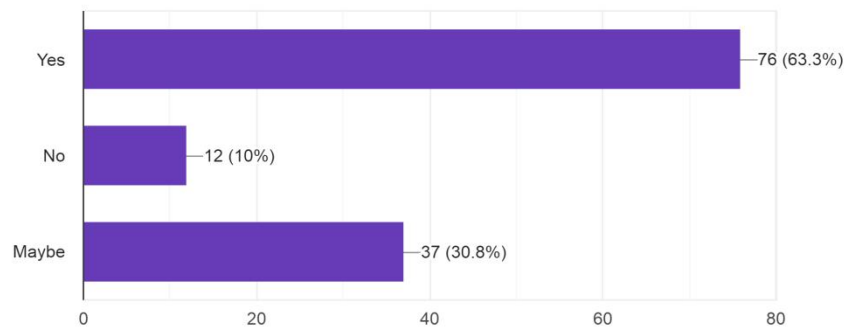


FIGURE 4.6

The data indicates that a significant majority of respondents (63.3%) have come across news on citizen journalism platforms that traditional media did not cover. This suggests a perceived lack of coverage in traditional media. On the other hand, a smaller percentage (10%) stated they had not encountered such news, indicating a different experience. The "maybe" category (30.8%) reflects a more nuanced perspective. Overall, the results underscore the potential impact of citizen journalism in addressing news gaps, with a majority acknowledging its role in presenting unique viewpoints or overlooked stories.

14. Do you think the rise of citizen journalism platforms encouraged public participation in the news-making process?

120 responses

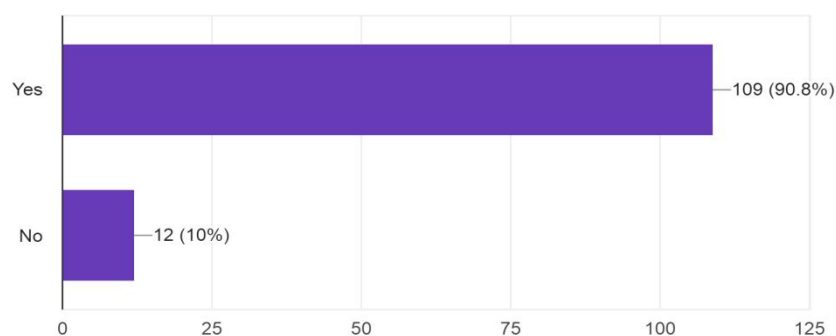


FIGURE 4.7

The immense response, with 109 out of 90.8% agreeing that citizen journalism platforms encourage public participation in the news-making process, indicates a widespread belief in the positive impact of these platforms. This significant majority suggests that people see these platforms as helpful in creating a more diversified news environment. On the contrary, the 12 respondents who disagreed, accounting for 10% of the total, may indicate concern about the reliability and credibility of citizen journalism platforms.

15. Have you ever changed your opinion on a certain issue based on the news obtained from a citizen journalism platform ?

120 responses

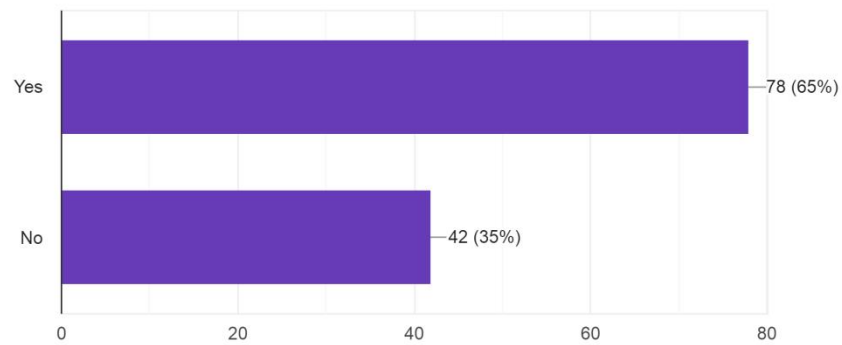


FIGURE 4.8

Out of 120 participants, 65% claimed to have altered their opinions based on news from citizen journalism platforms, while 35% asserted no change in their perspectives. This shows the strong influence of citizen journalism platforms in shaping the views of a majority of respondents.

CHAPTER 5

FINDINGS AND CONCLUSION

This chapter deals with the findings and conclusions of the research, "A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation among Youth." The findings demonstrate the way in which citizen journalism platforms impact public opinion formation among youth. It states the amount of credibility the youth invest in these platforms and various methods of the youth's news consumption patterns. Also, these findings provide a deeper understanding of the important role played by citizen journalism platforms compared to traditional media in influencing public. The research focused mostly on youth between the ages of 21 and 25 (56.7%), with females representing 57.5% of the sample and males representing 42.5%. Among 120 respondents, 57.5% access the internet multiple times a day to seek news, demonstrating the widespread dependency on digital media for getting informed. Furthermore, 88 people (73.3%) from the respondents were familiar with the term "citizen journalism platforms," indicating that the term is not new for the youth but is encountered on a daily basis. Also from the findings, it was found that 31.7% of respondents that's 38 people, were unfamiliar with the term, indicating that a part of the population may not be familiar with the notion of citizen journalism platforms. Instagram emerged as the most popular platform for consuming citizen journalism news, with 82 respondents stating their preference. YouTube received 64 responses, followed by blog platforms and Facebook, which received 50 and 46 responses, respectively. These findings show that social media platforms are varied in popularity among young people when it comes to accessing citizen journalism information, with Instagram prevailing dominantly in this category.

An in-depth analysis of the collected data reveals that an adequate number of respondents, 49.2%, strongly agree that citizen journalism platforms play an important role in shaping public opinion. This understanding emphasizes the perceived impact of alternative media sources on the formation of societal perspectives. In contrast, a sizable proportion of respondents (30.8%) took a neutral attitude on the subject, demonstrating a varied range of viewpoints within the studied community. In addition, a notable 17.5% of participants strongly agree that citizen journalism platforms influence public opinion. This suggests that a large and significant percentage of people, especially youth, believe that citizen journalism platforms have created an impact on forming public opinion in society, even though there are traditional media organizations.

An in-depth analysis of the data reveals considerable differences in how individuals perceive news credibility between citizen journalism platforms and traditional media. Approximately 7.5% of respondents believe that citizen journalism platforms are more credible, demonstrating a high level of trust. Another 7.5% described citizen journalism platforms as considerably more credible, indicating an increased degree of faith in these platforms. These responses reveal that a section of youth has a positive and increased opinion of the reliability of citizen journalism platforms, making it clear that there are numerous sources from which people can get accurate information.

As a result, 44.2% of respondents claim both citizen journalism platforms and traditional media are equally credible, indicating that a considerable number of the examined demographic believes the reliability of these two sources is equal. This conclusion highlights the importance of recognizing the observed balance of credibility among a considerable number of respondents.

On the other hand, 31.7% of respondents consider citizen journalism platforms to be less credible, suggesting a considerable level of skepticism or distrust in the accuracy of information provided through these platforms. Furthermore, 9.2% of respondents feel news from citizen journalism platforms is highly doubtful.

The survey response evaluation indicates a notable pattern, with a considerable majority of respondents (63.3%) saying that they discovered news through citizen journalism platforms that traditional media did not report. This finding indicates a broad perception among the asked population of a significant lack of coverage in traditional media, underscoring the potential for citizen journalism to address voids in the dissemination of news. The relatively high response rate, with 90.8% of respondents (109 people) agreeing that citizen journalism platforms enable public participation in the news-making process, demonstrates widespread belief in their positive impact. This massive majority shows that a broad range of people see these platforms as important in creating a more open and participatory news environment.

The 109 respondents from 120 participants, representing 90.8% of the surveyed population, expressed the fact that citizen journalism platforms encourage public participation in the news-making process, which signifies that these platforms create an impact on youth. This also states that citizen journalism platforms play a crucial role in fostering public engagement by creating public opinion. In the case of public opinion formation among youth, it is evident from the survey that 65% out of 120 respondents indeed altered their opinions after being exposed to news from citizen journalism platforms. This highlights the potential of these platforms to challenge traditional media. Also, these platforms create change by being the voice for the voiceless, who are suppressed, and by standing up for the stories that are never untold.

CONCLUSION

In conclusion, the research “A Study on the Impact of Citizen Journalism Platforms on Public Opinion Formation Among Youth” aims to shed light on the impact created by citizen journalism platforms on youth in public opinion formation, their news consumption patterns, perceptions of credibility, and the role these platforms play in shaping societal perspectives.

From the findings, it is evident that a notable number of people who belong to the youth access the internet for seeking news and are familiar with term citizen journalism platforms. New media platforms, especially Instagram, topped as the prominent source for accessing citizen journalism news, reflecting the changing landscape of media consumption among the younger demographic.

The youth perceptions about the credibility of these platforms are between equally credible and non-credible. From the survey, the researcher was able to find out that the youth have encountered news from citizen journalism platforms that was not reported in traditional media, evoking the voice of diversified information. Thereby creating a more democratic and inclusive environment. The majority of the youth believe that these platforms have the power to shape public opinion and evoke public interest as not only consumers of news but also participants. This signifies the transformative potential of these platforms in challenging established narratives and amplifying voices that may otherwise remain unheard.

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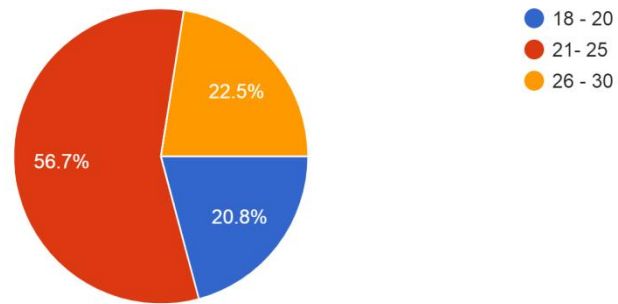
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APPENDIX

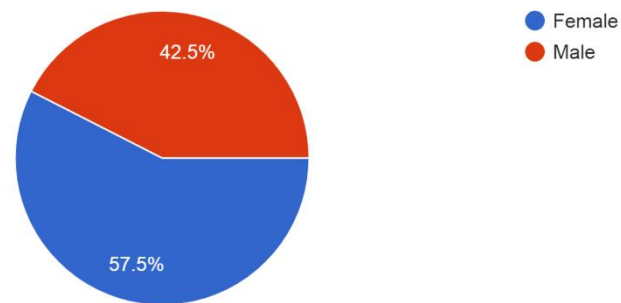
1. In which age group you belong to.

120 responses



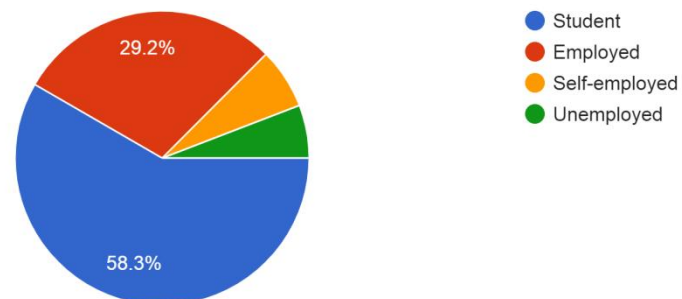
2. You identify yourself as.

120 responses

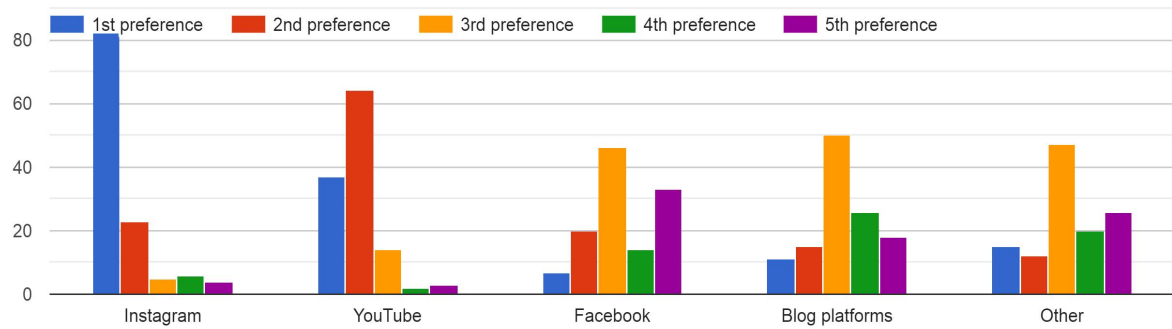


3. Designation.

120 responses

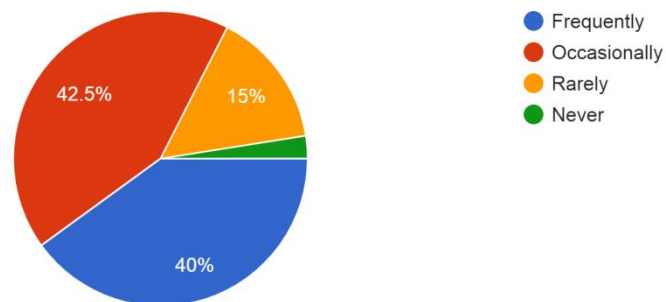


6. Which New media citizen journalism platforms do you depend on regularly?



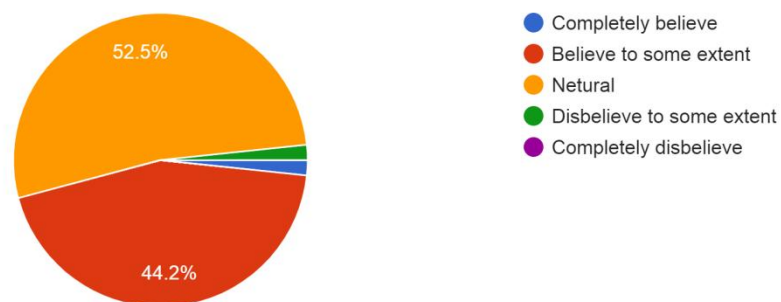
7. How often do you depend on citizen journalism platforms for seeking news?

120 responses



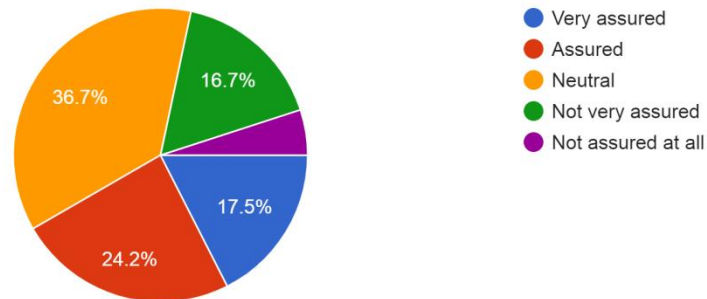
9. To what extent do you believe in the news shared by citizen journalism platforms ?

120 responses



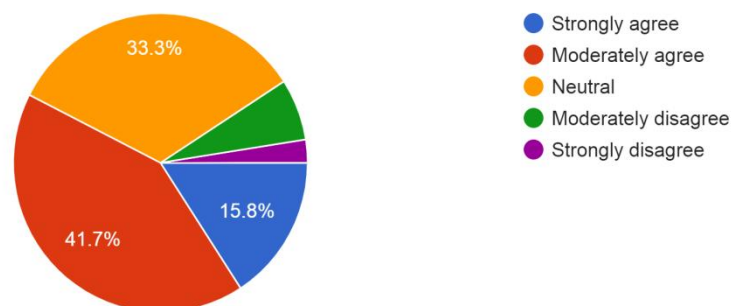
10. How assured do you feel in your ability to differentiate between credible and non-credible news on citizen journalism platforms?

120 responses



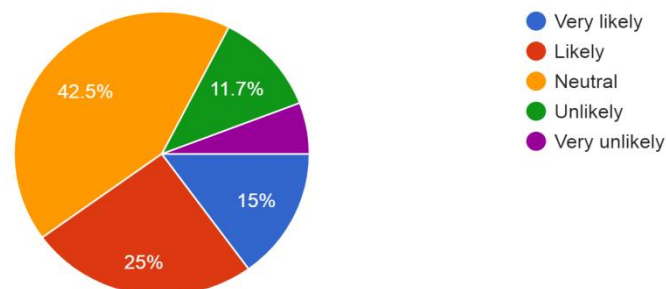
12. To what extent do you believe citizen journalism platforms contribute to forming a more informed public opinion compared to traditional media?

120 responses



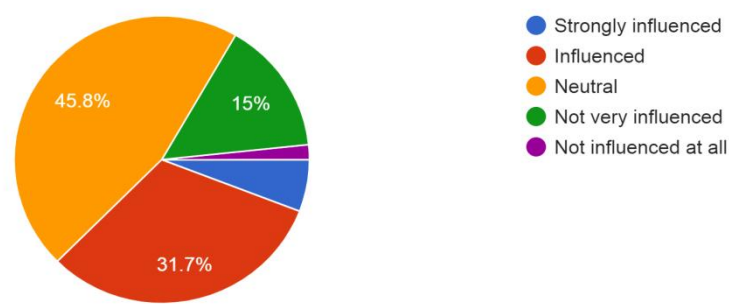
16. How inclined are you to share news from citizen journalism platforms on your personal social media accounts?

120 responses



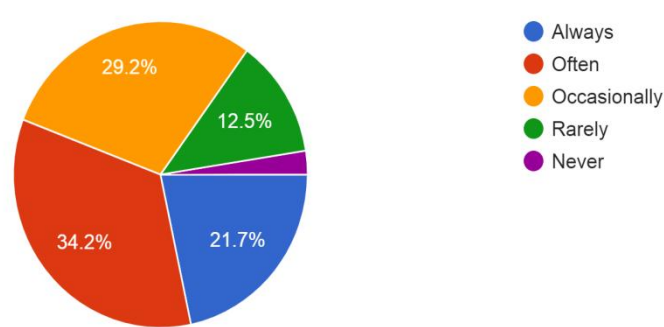
17. To what extent do you believe that the news obtained from citizen journalism platforms are influenced by certain ideologies or biases?

120 responses



18.How frequently do you cross-verify news from citizen journalism platforms with other sources before shaping your opinion?

120 responses



QUESTIONNAIRE

1. In which age group you belong?

A) 18-20

B) 21-25

C) 26-30

2. You identify yourself as.

A) Female

B) Male

3. Designation.

A) Student

B) Employed

C) Self-employed

D) Unemployed

4. How often do you use the internet to obtain news?

A) Several times per day

B) Only once a day

C) A few times a week

D) Occasionally

5. Are you familiar with the term “Citizen Journalism Platforms”?

A) Yes

B) No

6. Which New media citizen journalism platforms do you depend on regularly?

A) Instagram

B) Youtube

C) Facebook

D) Blog

E) Othe

7. How often do you depend on citizen journalism platforms for seeking news?

A) Frequently

B) Occasionally

C) Rarely

D) Never

8. Do you believe that citizen journalism platforms shape public opinion?

A) Strongly agree

B) Agree

C) Netural

D) Disagree

9. To what extent do you believe in the news shared by citizen journalism platforms?

A) Completely believe

B) Believe to some extent

C) Neutral

D) Disbelieve to some extent

E) Completely disbelieve

10. How assured do you feel in your ability to differentiate between credible and non-credible news on citizen journalism platforms?

A) Very assured

B) Assured

C) Neutral

D) Not very assured

E) Not assured at all

11. How credible do you consider the news obtained from the citizen journalism platforms compared to traditional media?

A) Much more credible

B) More credible

C) Equally credible

D) Less credible

E) Highly questionable

12. To what extent do you believe citizen journalism platforms contribute to forming a more informed public opinion compared to traditional media?

A) Strongly agree

B) Moderately agree

C) Neutral

D) Moderately disagree

E) Strongly disagree

13. Have you encountered news on citizen journalism platforms that was not covered by traditional media

A) Yes

B) No

C) Maybe

14. Do you think the rise of citizen journalism platforms encourages public participation in the news making process?

A) Yes

B) No

15. Have you ever changed your opinion on a certain issue based on the news obtained from a citizen journalism platform?

A) Yes

B) No

16. How inclined are you to share news from citizen journalism platforms on your personal social media accounts?

A) Very likely

B) Likely

C) Neutral

D) Unlikely

E) Very unlikely

17. To what extent do you believe that the news obtained from citizen journalism platforms are influenced by certain ideologies or biases?

A) Strongly influenced

B) Influenced

C) Neutral

D) Not very influenced

E) Not influenced at all

18. How frequently do you cross-verify news from citizen journalism platforms with other sources before shaping your opinion?

A) Always

B) Often

C) Occasionally

D) Rarely

E) Never