

The Role of Social Media in the Dissemination of News: A Study of the Students of Selected Higher Education Institutes in the District of North 24 Parganas, West Bengal

Indranil Roy^{1*}, Dr. Pramiti Roy²

^{1*}Assistant Professor, Department of Media Science and Journalism, Brainware University, W.B., India.

²Director, School of Humanities & Social Sciences, Swami Vivekananda University, West Bengal.
Email: pramitiroy@gmail.com/pramitir@svu.ac.in, Ph:-9903868582/8961007405

Citation: Indranil Roy, et al (2024) The Role of Social Media in the Dissemination of News: A Study of the Students of Selected Higher Education Institutes in the District of North 24 Parganas, West Bengal, *Educational Administration: Theory and Practice*, 30(1), 4760-4769
Doi: 10.53555/kuey.v30i1.8411

ARTICLE INFO ABSTRACT

The shift towards the digital media has changed the news consumption from traditional platforms to social media, how news is disseminated and interacted with. The social networking platform has become a dominant source of news for a significant portion of the global population, facilitating rapid information flow and enabling users not only to consume but also to share and comment on news stories. This study sheds light on the role of social media in news consumption among students of higher education institutes in North 24 Parganas, West Bengal. Utilising a quantitative descriptive research design, the study explores the frequency and motivations behind students' engagement with news on social media. Data gathered in the form of surveys from journalism and mass communication students shown a tremendous differences between the relationship of active news seekers and passive news consumers. The results indicate that while a substantial number of students passively encounter news on social media, there is a robust engagement from those actively seeking news, driven by the convenience and interactive nature of social platforms. By examining these dynamics, the research shares valuable insights into the evolving landscape of news consumption and underscores the need for strategies to enhance news literacy and ensure a well-informed public discourse.

Keywords: social media, news consumption, higher education, news literacy, digital media transformation, active user, passive user.

Introduction

In the era of haracterized , the methods by which people acquire news have undergone a substantial transformation. This change is haracterized by a notable transition from conventional media platforms to digital and social media formats, which offer more participation, greater interactivity, and easy accessibility. This transformation has not only had an effect on the physical features of news distribution but has fundamentally transformed how individuals participate in, comprehend, and engage with news material. Among the countless digital channels that are accessible, social networking platforms has emerged as a powerful tool for disseminating news, riveting worldwide audience, including immense number of university students (Marco, 2005) .

The aftermath of the prevalence of these social media platforms in daily life is the blurring of distinctions between social interaction and the consumption of news. More intriguingly, while these platforms act as instruments for social networking, they also serve as key sources of news and information. This integration of news content into social media feeds creates a one-of-a-kind set of dynamics that have impacted public awareness, the formation of opinions, and the overall consumption of news. As social networking platforms are becoming more influential in public conversations, it is crucial to comprehend the patterns and reasons behind the news consumption on social networking platforms (Leonardo & Paolo, 2021).

Social media's rapid flow of information, coupled with its interactive nature, empowers users not only to consume but also to share, comment on, and influence the spread of news stories. This dual role of consumers and disseminators underscores the significance of assessing the frequency of news consumption and investigating the underlying motivations driving these behaviors. To comprehend the broader implications of news literacy and to fight against disinformation, it is crucial to grasp knowledge of these motives. Such motives may stem from convenience, personal inclination for social networking platforms over traditional news, or situational exposure (Dame *et al.*, 2022).

The challenges presented by the current news ecosystem on social media, i.e. the viral spread of false information, the creation of echo chambers, and the blurring of the lines between reliable and unreliable sources, further increase the urgency of this investigation. The study aims to contribute valuable insights into the dynamics of news dissemination and reception by examining the role of social media in news consumption among higher education students. The results of this analysis will therefore provide strategies to improve news literacy and ensure that public discourse is well informed.

In order to provide a thorough analysis of how higher education students consume news on social media platforms, it is necessary to delve into these patterns and motivations for the current research paper study. In light of this, the research has the following objectives: primarily, to identify how often people access the news posted on social media, differentiating active seekers from passive consumers; and thereafter, to investigate the motivations behind this consumption.

2. Literature

2.1. Media Displacement:

There is a phenomenon known as media displacement effects, which describes the situation in which the consumption of new forms of media results in a reduction in the amount of time spent with traditional media formats. In the context of news consumption habits, "media displacement effects" refer to the idea that time and attention for media consumption are finite. Amidst the emergence and popularity of new forms of media (like online news sites and social media platforms), people tend to reallocate their media consumption time, often at the expense of traditional media channels such as print newspapers, television, and radio (Paul & Louis, 2008).

Eventually as the audience embraces new media technologies, these displacement effects can manifest as a decline in the readership of print newspapers, decreased viewership of scheduled television news broadcasts, and less reliance on radio for news updates. People are shifting their interest towards the platforms, which offer on-demand, tailored, and interactive content, which plays a key role in this media displacement (Groot & Irene, 2014).

The study "News sites 'position in the mediascape: uses, evaluations, and media displacement effects over time" examines this phenomenon by looking at how online news sources have begun to take over the roles previously held by traditional media. For example, the consumers who read their news on an online newspaper may reduce or cease buying physical newspapers. Consequently, to remain relevant in an evolving digital landscape, traditional media companies often adjust their strategies by expanding their own online presence or changing their content to maintain and grow their audiences. The extent to which new media displaces old media can provide insight into the changing patterns of news consumption habits and may have implications for the nature of public discourse and engagement with news and information in society (De *et al.*, 2010).

Wilbur Schramm's study, "Revisiting Schramm's Radiotown: Media Displacement and Saturation," argued that the primary impact of new media was determined to be the displacement of existing media. Schramm's research focused on the media use behaviour of children in Quesnel, a town in Canada that, at the time, had no television reception. This allowed him to make comparisons with another town that did have television, evaluating how media consumption patterns differed when television was absent. He found that in the absence of television, other forms of media, particularly radio, were more prevalent. This led to the hypothesis that the introduction of a new medium could lead to a decrease in usage of existing media forms (Newell, 2007).

2.2 Evolution of News Consumption

The transition of news consumption from its traditional roots to the contemporary digital landscape marks a significant evolution in the dissemination and reception of news. Historically, news was disseminated through print and broadcast media, with newspapers, radio, and television playing pivotal roles in keeping the public informed on a daily basis (Fenton, 2009). These traditional platforms were characterised by their one-way communication flow, where information was procured by journalists and consumed by the audience with limited interaction between the two (Jakob, 2015).

The digital transformation was marked by the rise of online news portals and the proliferation of digital devices, enabling consumers convenient access to news content anytime and anywhere (Anna, 2015).

The integration of social media platforms into the news ecosystem represented a further evolution, transforming not just the manner in which the news is consumed but also how it is disseminated and deliberated upon. Social media has democratised news distribution, allowing not only limited to professional journalists but on contrary ordinary users too contribute to the news cycle. As an outcome, an increasingly

participatory culture has emerged, where news consumers are actively involved in curating, sharing, and commenting on news content (Newman, 2009).

The transition has significant ramifications that affect the dynamics of news production, dissemination, including consumption pattern. The news landscape has become dispersed considering the journalists and news organizations are no longer the traditional gatekeepers of information. Furthermore, the immediacy and accessibility of news on social media platforms have fostered an environment where news is more than just information; it's a catalyst for social interaction and engagement (Newman, 2009).

The abundance of news sources and the ease of sharing information on social media have contributed to issues such as information overload, misinformation, and the erosion of public trust in news media. These challenges underscore the need for continued research into news consumption behaviours and strategies to enhance media literacy in the digital age (Sun *et al.*, 2017).

A paradigm change in the dynamic between news producers and consumers has occurred with the evolution of news consumption from traditional to digital platforms, with the emergence of social media as the pinnacle. This transformation has democratised news dissemination, facilitated greater interaction and engagement, and presented new challenges that shape the current and future landscape of news consumption (Luis *et al.*, 2018).

2.3 Social Media as a News Source

In the landscape of news consumption, a momentous transition is marked by the ascendance of social media as a primary source of news, reflecting broader changes in communication technologies and societal habits. With their vast networks and user-generated content, social media has become integral to the way people discover, consume, and share news (Anna & Henrik, 2011). The framework for this shift are the unique attributes of social media, such as its immediacy, interaction, and ability to spread information rapidly.

According to research, a significant portion of the population now relies on social media for news due to the ease with which they can access a variety of sources and viewpoints within their social networks. Key players in this ecosystem include platforms such as Facebook, X (formerly Twitter), WhatsApp, and Instagram, each facilitating distinct modes of news engagement and distribution. For instance, Facebook and X have become spaces where news is often encountered incidentally as users engage with their social feeds (Sophie., 2019)(Ignacio *et al.*, 2021).

The consumer's exposure to the diverse information and their engagement with different viewpoints has profound implications by this incidental exposure to news on social media. (Ignacio *et al.*, 2021) While some scholars posit that social media can increase exposure to a wider array of news sources, others caution against the potential for echo chambers, where users are primarily exposed to information that reinforces their existing beliefs (Garrett, 2009).

A crucial area of research is on the role of algorithms in curating news content on social media platforms. Algorithms shape the news agenda by prioritizing certain types of content over others, which inevitably effects what news is seen and also how it is perceived by audiences. This curation express concern on the equilibrium between tailor made content and the need for exposure to a broad spectrum of news (Samuel *et al.*, 2022).

The flawless dissemination of news on these platforms combined with the lack of traditional editorial constraints has facilitated to the swift proliferation of false or deceptive information. To effectively navigate through the intricate realm of social media news, the consumers must improve their digital literacy and critical thinking skills. (Deborah, 2024).

2.4 User Behaviour and News Consumption on Social Networking Sites

Comprehending the broader implications of social media platforms on public knowledge and discourse requires a thorough understanding of user behaviour in relation to news consumption. The dynamics of news engagement on social media are complex and influenced by a myriad of factors, including platform characteristics, user preferences, and the broader social and political context. The dynamics among active seeking and passive consumption, focusing on patterns of engagement, including versus, and the implications for information diversity and news literacy are examined in this section.

Active News Seeking vs. Passive News Consumption

Deliberate search for news information with a desire to comprehend their environment (surveillance gratifications) is termed as active news seeking whilst stumbling upon news while engaging in other activities on social media is called as passive news seeking. Passive news consumption is often termed as "incidental exposure." Active and passive consumption of news on social media are associated with engagement with the news content, where engagement, refers to the users interaction with the news through activities like commenting, sharing, or creating news material. The study conducted by Oeldorf-Hirsch suggested that engagement fosters cognitive elaboration, which entails users engage in more profound thinking about the news they encounter (Oeldorf-Hirsch, 2017).

Engagement Patterns and Peak Times for News Consumption

The consumers of news now engage more actively through comments, shares, and other forms of interaction. Modern day consumers are less regimented in their news consumption and are likely to connect to news more spontaneously throughout the day, independent of their location. In contrast with traditional news

consumption patterns, this shift has led to a diversification in reading behaviors (Makhortykh *et al.*, 2021). However, location can affect the degree of news consumption, and there's a connection between the time of day news is consumed, the device used, and the type of news content accessed. For example, a few individuals might skim headlines on their mobile phones during a morning commute, while others may read in-depth articles on a desktop computer in the evening (Makhortykh *et al.*, 2021). Nevertheless, the research conducted by Makhortykh *et al.*, 2021 points to the importance of conducting additional studies on these individual habits on a large scale, as the majority of existing research relies on aggregated data or small, self-reported samples.

Types of News Content and User Preferences

An eye tracking study found that news and social content receive equal attention, while political content garners less attention. This analysis is also concerned with how attention for a post is augmented by its style, richer content (such as posts with pictures and links) enhances attention, especially for social and news posts. This research highlights the unreliability of self-reports and that actual attention through eye tracking can provide a better assessment of user behaviour on social media platforms like Facebook (Vraga *et al.*, 2016). A further study confirmed the previous study revealing that news and social content on social media platforms like Facebook attract an equal amount of user attention, with political content trailing behind (Makhortykh *et al.*, 2021).

The usage of mobile devices for news services in Sweden saw a surge from 2005 to 2007. Oscar Westlund's study titled "From Mobile Phone to Mobile Device: News Consumption on the Go" revealed the same. The number of Swedes using news services on mobile devices at least once a month hiked from 7% to 12%. The study implemented a postal survey (the Gota survey in 2006 and the Mobile Barometer in 2007) that was sent to a random sample of people and covered different demographic groups, including gender, age, educational level, and payment model for mobile service (Westlund, 2008). The data shows a clear trend of increasing mobile news consumption across different segments of the population, although the rise is not consistent across all groups. For instance, men used mobile news services more frequently than women, and younger age groups were more inclined toward the use of mobile news services more than older ones. The study's findings are important in comprehending the evolving nature of mobile news consumption and are valuable for both news producers and researchers interested in media consumption patterns.

The study of user behavior and news consumption on social media reveals an intricate interplay between technology, individual preferences, and societal trends. Unfolding the dynamics of social media is essential for comprehending the implications for democracy, public discourse, and individual understanding of the world, owing to the fact that social media continues to evolve as a primary source for news.

2.5 Motivations for News Consumption on Social Media

The motivations driving individuals to consume news on social media are multifaceted and deeply interwoven with the social and psychological fabric of digital interactions. This complexity underscores the need for a nuanced understanding of why people turn to social media platforms for news, moving beyond convenience to explore the underlying psychological, social, and contextual factors.

The motivations for news consumption on social media are varied and encompass various cognitive and social factors. According to the study by Donghee Y. W. *et al.*, 2019, a primary motivation is the convenience and rapid access to news. People use mobile devices and social media platforms to quickly get updates from a variety of sources, often in real-time.

Low cognitive effort can be another reason why users digest micro-news, which are brief updates often accompanied by links to full articles. This ease of consumption makes it more likely for users to engage in habitual behaviour, checking updates frequently throughout the day (Donghee & Mousa, 2019).

Social media also serves as a digital agora, where users can not only consume news but also share and discuss it with others. This indicates motivations related to social interaction, such as the desire to be part of conversations, to stay informed about topics of common interest, and to reinforce social connections.

Furthermore, personalised notifications from news apps can trigger a sense of urgency or relevance, motivating users to consume news to stay informed about breaking events or topics they are interested in.

The motivations for consuming news on social media include the desire for timely and convenient access to information, minimal cognitive effort, social sharing, and interaction, as well as personalised content delivery (Donghee & Mousa, 2019).

Motivations for news consumption on social media include the desire to be exposed to different perspectives, to access deeper background information on topics, and to get information directly from eyewitnesses. Many users appreciate the interactivity social media offers, such as participating in discussions and sharing their opinions with others. Social media is also valued for the features that traditional media does not provide, making it an additional path for news consumption (Baharak, 2013). Additionally, social media may fulfill social needs, entertain, and provide a way to utilize spare time (Widayat, 2019). Furthermore, the ease of accessing news on mobile devices through social media has led to habitual consumption patterns, due to the low cognitive effort required to read micro-news, which are short snippets of information often accompanied by links to full articles (Wohn & Ahmadi, 2019).

3. Methodology

3.1 Research Design

This study utilises a quantitative descriptive research design aimed at understanding how often journalism and mass communication students in North 24 Parganas, West Bengal, access news through social media and what motivates their consumption patterns. The research is conducted through a survey that captures detailed data on students' behaviours and attitudes towards news consumption on various social media platforms. This method is complemented by a scoping literature review, which provides contextual background and aids in interpreting the survey findings.

3.2. Data Collection

Survey

The survey was designed to capture quantitative data regarding the frequency and motivation behind news consumption on social media among journalism and mass communication students. The survey consisted of both closed-ended and open-ended questions.

The survey was implemented using Google Forms, a reliable and accessible tool for conducting online surveys. The link to the survey was distributed to the departments of journalism and mass communication across both private and government colleges and universities within the district of North 24 Parganas, West Bengal. This method ensured that the survey reached a targeted audience that is presumed to have a foundational understanding of news values, which is critical for the study's focus.

The survey was available for participation for a short window of three days. During this period, a total of 173 students responded to the survey.

Scoping Review

A scoping review is essentially a way to map out the landscape of existing research. It helps us see the big picture by summarising a wide range of studies, highlighting prevalent trends, and pinpointing where we don't know enough yet. Unlike systematic reviews, which delve deeply into very specific questions with stringent methods, scoping reviews are broader. They help in getting a sense of what's out there, what has been studied, and what has not.

Concurrently with the survey, a scoping review was conducted to place the findings within a broader academic context. This review focuses on existing research concerning news consumption on social media, particularly studies that explore frequency and motivational factors in different demographic groups.

Data analysis

A simple descriptive statistical data analysis has been done to identify the patterns of news consumption and categorise respondents into active seekers and passive consumers. This analysis serves the objective by detailing the regularity and context of news interaction on social media.

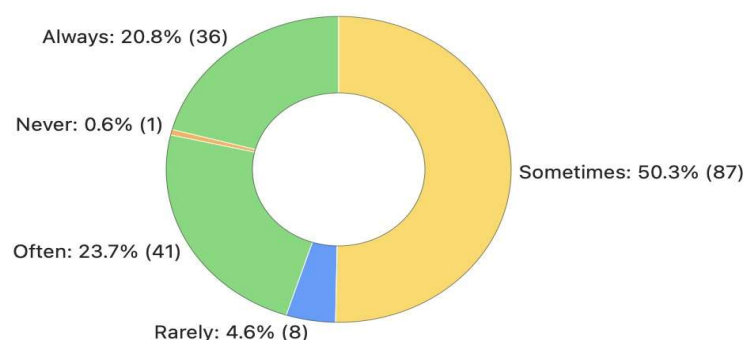
4. Results

4.1 Frequency of News Consumption

Quantitative Findings on User Engagement with News on Social Media

The analysis of the survey data reveals insightful trends regarding how journalism and mass communication students engage with news on social media platforms. Initially, we assessed the general frequency of news consumption among the respondents, distinguishing between those who actively seek news and those who consume it more passively.

Distribution of How frequently do you actively search for news on social media?

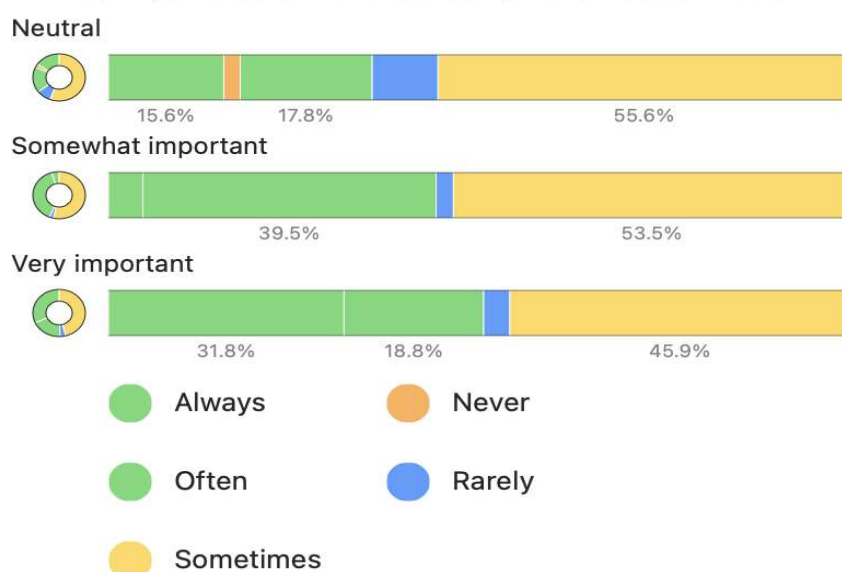


According to the survey results, a clear division emerges among the respondents: approximately 44.5% are categorised as active news seekers—those who "Often" or "Always" search for news content on social media. In contrast, 55.5% of respondents fall into the passive consumption category, engaging with news "Sometimes," "Rarely," or "Never." This distinction is pivotal as it underscores the varied engagement levels with news among users, which has implications for content strategies employed by media organisations and educators in journalism.

Analysis of Active vs. Passive News Consumption Patterns

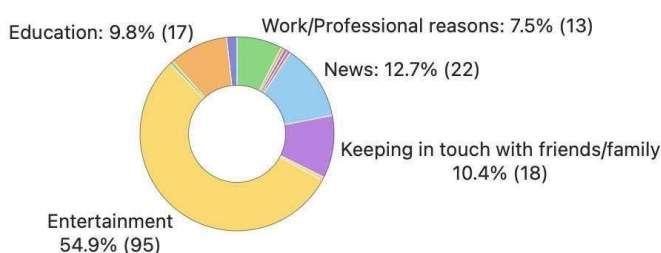
Further delving into the motivations behind these consumption patterns, the data show significant insights into user behaviour and preferences. Active news seekers, who represent nearly half of the respondents, demonstrate a proactive approach to consuming news. This group largely views news consumption on social media as "Very Important," with 31.8% of them actively seeking news "Always," and 18.8% doing so "Often." This behaviour is indicative of a dedicated segment of social media users, for whom staying informed through these platforms is a priority.

How frequently do you actively search for news on social medi...
by Importance of News Consumption on Social Media:



On the other hand, passive news consumers, who sometimes engage with news as they encounter it, represent a more varied group. The majority of this group (55.56%) indicated that they engage with news "Sometimes," suggesting incidental interaction with news content, which may depend on its prominence in their social media feeds or its relevance to their immediate social or personal interests. This segment's approach to news consumption is less consistent and is likely influenced by the algorithmic selection of content, which presents news based on previous interactions and perceived preferences.

Distribution of Primary reason for using social media:



The motivations for using social media also shed light on these patterns. While a majority of respondents (54.9%) use social media primarily for entertainment, a not so insignificant portion (12.7%) identify news as a primary reason for their engagement with social media. This insight is crucial for understanding the secondary

role that news might play in the daily social media interactions of most users, who are primarily driven by entertainment but also find value in news content.

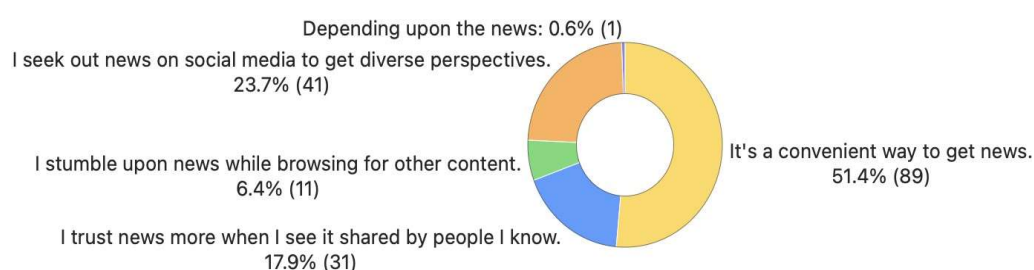
4.2 User Motivations for Consuming News Why Users Turn to Social Media for News

The motivations behind why users turn to social media for news consumption were illuminated through an analysis of survey responses from journalism and mass communication students. From the data, it became evident that a diverse array of motivations influence users' decisions to engage with news on social media platforms.

A notable 12.7% of respondents explicitly cited news as the primary reason for their use of social media. However, when examining the broader context of motivations, including entertainment, keeping in touch with friends and family, and professional reasons, a more complex picture of user engagement emerges. Despite the dominance of entertainment as the primary motivator (54.9%), a significant percentage of users also consider the consumption of news very important, nearly half (48.85%) rate it as "Very Important". This high valuation underscores a critical dual-role for social media: serving both as a primary source of entertainment and as a significant news source.

Factors Influencing Preference for Social Media Over Traditional News Sources

Distribution of What best describes your primary reason for consuming news on social media?



Primary Motivations for Consuming News on Social Media:

The most common motivation for consuming news on social media is its convenience, reflecting the importance of easily accessible news updates. Seeking diverse perspectives and trusting news shared by known contacts are other notable motivations, indicating the social and personal trust aspects influencing news consumption on social media.

These insights suggest that while entertainment remains the primary use of social media among the respondents, those who do consume news value the convenience and reliability of news sourced from familiar or reputable networks. The lower number of active seekers highlights a potential area for deeper exploration: understanding what could motivate more passive consumers to become active seekers, possibly enhancing their engagement and critical engagement with news content.

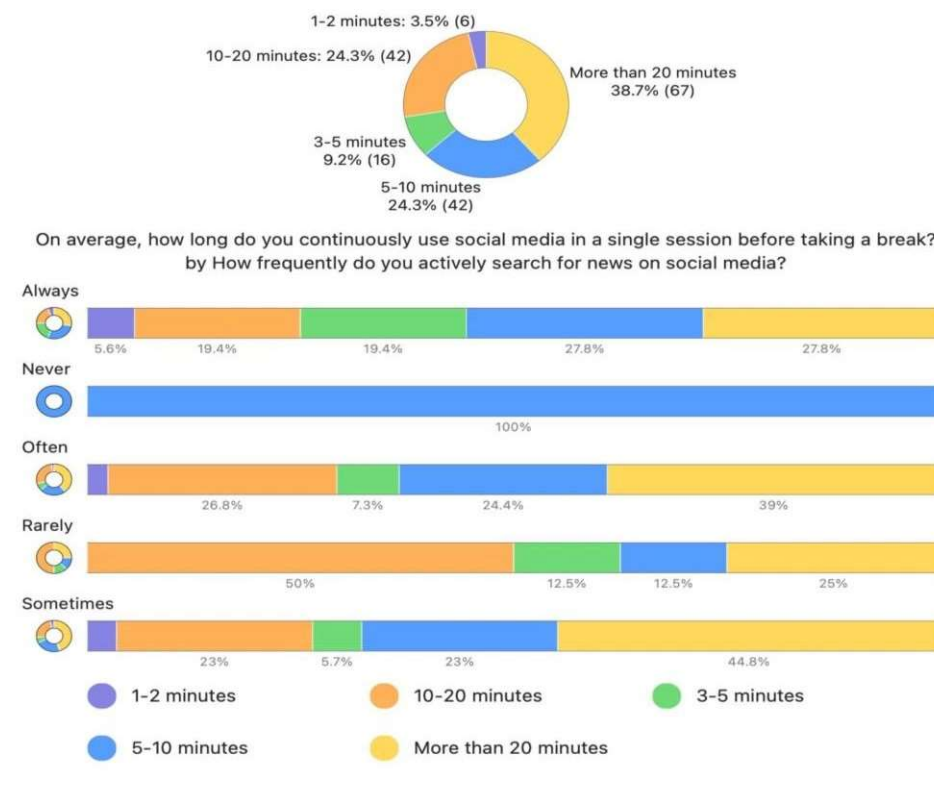
Several factors contributing to the preference for social media over traditional news sources were identified. The flexibility and accessibility of news on social media are paramount. Users can access a wide variety of news sources and viewpoints from a single platform, which is less cumbersome than accessing multiple traditional media outlets. This convenience is amplified by the integration of news into users' broader social media activities, which include entertainment and social interaction, making news consumption a more seamless experience.

Another significant factor is the real-time nature of news on social media. Users appreciate the immediacy with which news updates are available, especially in the context of breaking news situations. This is contrasted with the inherent delays associated with traditional news cycles.

Moreover, the interactive nature of social media allows users not only to consume news but also to participate in the discourse through comments, shares, and likes. This level of engagement is something traditional media cannot match in real-time and adds a layer of interaction that enhances the news consumption experience.

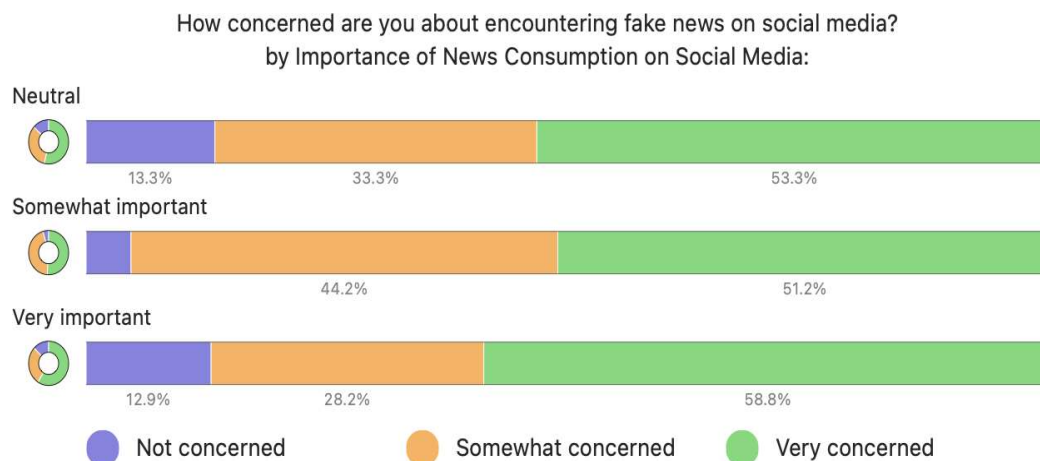
Finally, the personalised nature of news delivery on social media, driven by algorithms that tailor content to individual preferences, appears to be a double-edged sword. While it enhances engagement by curating content that is more likely to be of interest, it also raises concerns about the echo chamber effect and the potential for misinformation. However, the preference still leans towards social media for many users because of the personalised experience it offers.

Social Media Usage Duration vs. News Search Frequency:



The bar reveals the relationship between the duration of social media sessions and whether respondents are active seekers or passive consumers of news. Longer sessions are associated with a greater number of active seekers, suggesting that users who have devoted more time on social media networks in a single sitting are more active in nature to search for news.

Concern About Fake News vs. Importance of News Consumption:



The bar reveals how the level of concern about encountering fake news correlates with the perceived importance of news consumption on social media. Respondents who are more concerned about fake news place higher importance on news consumption, indicating an awareness and cautious approach towards the credibility of news.

5. Discussion

This study highlights an interplay that goes on between active and passive users engagement patterns, offering a different perspective which entails the role that social media plays in how students of HEI consume news.

Approximately 44.5% of students actively search for news on social media, the majority of students (55.5%) passively engage with it, which can be a direct result of algorithmic content delivery and inadvertent exposure. Makhortykh *et al.* (2021) argue that this duality supports the concept of media displacement effects, a topic extensively studied in academic literature. Furthermore, it indicates that the traditional purpose of consuming news is being altered by the strategies utilised by digital platforms.

The study's findings bears suggestions that users behaviour is mostly influenced by convenience, availability to diverse opinions, social connection and rapid access to the medium. The motivations that compel individuals to consume news on social media are many. Consistent with the research by Donghee and Mousa (2019), which indicated that social media platforms not only provide news but also facilitate community engagement and conversation, these findings align with those reasons. The ability to engage with material, along with the real-time news dissemination capabilities of social media platforms, sets them apart from traditional news sources and enhances their attractiveness, especially among younger demographics.

The study also highlights the difficulties presented by social media networks as a source of news, such as the potential for spreading false information, the widespread existence of closed groups that reinforce existing beliefs, and the influence of algorithmic selection on public discussions. These findings align with the literature's worries on the capacity of social media to contribute to a divided and polarised informational atmosphere (Garrett, 2009).

6. Conclusion

The findings derived from this research indicate an intricate correlation between active and passive engagement patterns, thereby furnishing a holistic comprehension of the influence of social media on the news consumption habits of higher education students. The majority of students (55.5%) engage in passive engagement, which is influenced by algorithmic content distribution and incidental exposure. This is despite the fact that a large proportion of students (about 44.5%) actively seek out news on social media. When it comes to social media, students actively seek out news. According to Makhortykh *et al.* (2021), the concept of media displacement effects, which has been thoroughly investigated in the academic literature, is given more credibility as a result of this duality. Additionally, it raises the possibility that the traditional role of consuming news is being altered as a result of the dynamics that are polarize by digital platforms.

The characteristics of convenience, availability to a diversity of perspectives, and social connection were found to be the key factors that influence user behaviour, as indicated by the outcomes of the study. People are motivated to consume news on social media for a variety of reasons, and these are the incentives that push them to do so. According to the findings of previous research, which revealed that the digital agora of social media serves not only as a source of news but also as a platform for community and conversation (Donghee & Mousa, 2019), these reasons are in agreement with the findings. In other words, the findings are in agreement with the reasons. The capacity to interact with material, in addition to the fact, these social networking platforms are able to transmit news in real time, distinguishes them from traditional news sources and improves their appeal, particularly among younger audiences.

The research also highlights the hitches that are linked with using social media networks as a source of news. These difficulties include the possibility of receiving false information, the frequency of echo chambers, and the influence that algorithmic curation has on public conversation. These findings are consistent with the concerns that have been expressed in the research literature, as well as the prospect that social media networks could contribute to an informational environment that is divided and polarized. The technological advancement and its daily implications in our daily lives have brought another side to the story. The earlier study also pointed out that the majority of social networking sites are from generation Y, while generation Z is only following the steps of generation Y. The Gen Y may have been the first generation to catch hold of these new technologies, but Gen Z is born of it, the more time Gen Z spends on social networking sites, the more their whole generation's information seeking as well as news seeking behaviour will shift towards these social networking sites. While AI makes its way into our daily conversations, the danger of fake news and acting on such information is increasing. The combination of a hyperactive social networking platform with the never ending possibilities of artificial intelligence will pave new forms of information seeking behaviour and all media systems will form accordingly.

References

1. Anna. (2015). *News consumption in the mobile era: The role of mobile devices and traditional journalism's content within the user's information repertoire.* <https://www.tandfonline.com/doi/abs/10.1080/21670811.2014.942497>
2. Anna, & Henrik. (2011). *User-generated content and the news: Empowerment of citizens or interactive illusion?* <https://www.tandfonline.com/doi/abs/10.1080/17512786.2010.501155>
3. Baharak. (2013). *Social media news: Motivation, purpose and usage.* <https://ischolar.sscldl.in/index.php/IJCSIT/article/view/136229>

4. Dame, Theodora., & misinformation: (2022). *Combating fake news, disinformation, and misinformation: Experimental evidence for media literacy education*. <https://www.tandfonline.com/doi/abs/10.1080/23311983.2022.2037229>
5. De, Klaus, & uations. (2010). *News sites' position in the mediascape: Uses, evaluations and media displacement effects over time*. <https://journals.sagepub.com/doi/abs/10.1177/1461444809341859>
6. Deborah. (2024). *Social media trust: Fighting misinformation in the time of crisis*. <https://www.sciencedirect.com/science/article/pii/S0268401224000288>
7. Donghee, & Mousa. (2019). *Motivations and habits of micro-news consumption on mobile social media*. <https://www.sciencedirect.com/science/article/pii/S0736585319307543>
8. Fenton. (2009). *New media, old news: Journalism and democracy in the digital age*. <https://www.torrossa.com/gs/resourceProxy?an=4912921&publisher=FZ7200>
9. Garrett. (2009). *Echo chambers online?: Politically motivated selective exposure among Internet news users*. <https://academic.oup.com/jcmc/article-abstract/14/2/265/4582957>
10. Groot, & Irene. (2014). *Tailor-made news: Meeting the demands of news users on mobile and social media*. <https://www.tandfonline.com/doi/abs/10.1080/1461670x.2014.894367>
11. Ignacio, Ana, & Alonso. (2021). *The mechanisms of "incidental news consumption": An eye tracking study of news interaction on Facebook*. <https://www.tandfonline.com/doi/abs/10.1080/21670811.2020.1813047>
12. Jakob. (2015). *The emergence of network media logic in political communication: A theoretical approach*. <https://journals.sagepub.com/doi/abs/10.1177/1461444814522952>
13. Leonardo, & Paolo. (2021). *Digital platform-based ecosystems: The evolution of collaboration and competition between incumbent producers and entrant platforms*. <https://www.sciencedirect.com/science/article/pii/S0148296320308894>
14. Luis, Estrella, & Frank. (2018). *The digital transformation of news media and the rise of disinformation and fake news*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3164170
15. Marco. (2005). *The transition to digital television*. <https://academic.oup.com/economicpolicy/article-abstract/20/41/160/2366545>
16. Newman. (2009). *The rise of social media and its impact on mainstream journalism*. <https://ora.ox.ac.uk/objects/uuid:a980df14-1b49-401b-a136-78d47ab76cdc>
17. Paul, & Louis. (2008). *Assessing the displacement effects of the Internet*. <https://www.sciencedirect.com/science/article/pii/S0736585306000396>
18. Samuel, echo, & fake. (2022). *Filter bubbles, echo chambers, and fake news: How social media conditions individuals to be less critical of political misinformation*. <https://www.tandfonline.com/doi/abs/10.1080/10584609.2021.1910887>
19. Sophie. (2019). *The issue takes it all? Incidental news exposure and news engagement on Facebook*. <https://www.tandfonline.com/doi/abs/10.1080/21670811.2018.1465831>
20. Sun, Nathan, & Kyun. (2017). *The effects of news consumption via social media and news information overload on perceptions of journalistic norms and practices*. <https://www.sciencedirect.com/science/article/pii/S0747563217303199>
21. yat. (2019). *Assessing the motives and gratification of virtual community*. Anne Oeldorf-Hirsch (2017): *The Role of Engagement in Learning from*
22. *Active and Incidental News Exposure on Social Media*, Mass Communication and Society, DOI:
23. 10.1080/15205436.2017.1384022
24. Makhortykh, M., de Vreese, C., Helberger, N., Harambam, J., & Bountouridis, D. (2021). *We are what we click: Understanding time and content-based habits of online news readers*. *New Media & Society*, 23(9), 2773-2800. <https://doi.org/10.1177/1461444820933221>
25. <http://ejournal.umm.ac.id/index.php/jibe/article/view/10056>