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Date:

Topic of Research: Intermedia Agenda Setting Effects Between Twitter and Geo News: An Analysis of Zainab Murder Case

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**INTERMEDIA AGENGA SETTING EFFECTS BETWEEN TWITTER AND GEO
NEWS: AN ANALYSIS OF ZAINAB MURDER CASE**



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January 2020



Thesis Completion Certificate

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To my parents who have been my constant support.

It would not have been possible without you two.

To my brother Areeb who would have been thrilled to see me where I am today.

And to all those working hard on the way to achieving their goals.

The struggle will be worth it in the end.

ACKNOWLEDGEMENT

My gratitude to ALLAH Almighty for the opportunity to follow the path of seeking and creating knowledge for others to come. There is nothing and no one greater to thank before Him. Alhamdulillah for this day.

I thank my department and the faculty for educating me to the point where I was capable enough to carry out this research and for having the confidence in me to do so.

I thank my supervisor, Assistant Prof. Farrukh Shahzad, for his constant guidance and responsiveness whenever I needed help in the process.

I delightfully acknowledge my parents for making me achieve the goals I wanted to. I am who I am because they enabled me to be so. My brother Sanan, for his unconditional support. To Shoaib for being my constant supporter both emotionally and practically, and helping me so patiently in the process. There is nothing greater than those striving to make one stronger every day.

To all my friends who were there when I needed motivation, venting, and the help of any sort. To Komal for being an amazing listener, guide, support system and a great class fellow to share these two years with.

It has not been an easy journey, and this has not been an easy topic. However, a researcher has to stay on the path of objectivity and formulate what is needed to add to the body of knowledge. I am forever grateful to everyone who has ever helped me in any way while I struggled to make the best out of this study.

Abstract

Intermedia agenda-setting examines the relationships between different media platforms. The initial studies in this field probe the agenda-setting influences within traditional media such as newspapers, television, or radio. With the advent of the internet, the paradigm of this research has since shifted to investigating the intermedia agenda-setting influences between social and traditional media. A greater agenda-setting power is found to rest with the traditional media. Despite these results, scholars claim that social media still possess the potential to set agendas, as it depends on the nature of the issue.

This research studies how social media influences traditional media in issue-based agenda setting. Two media platforms; Twitter and Geo Television are used to gather data for a period of 12 days strategically divided into four phases of intermedia influence. The data collected is coded in terms of issues and attributes identified through a quantitative content analysis using correlations to calculate the Roselle Campbell Baseline values. These values then determine if there is any influence of Twitter over Geo TV. Three hypotheses are formulated where all three are supported by the results reflecting a positive cross-lagged correlation.

Rank Order is also used to determine the distribution of issues and attribute agenda. For the attribute agendas, the results are consistent with the existing research that claims that intermedia agenda setting does not necessarily have to take place on the second level.

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