

SOCIAL NETWORKING SITES AS SOURCE OF CITIZEN JOURNALISM

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ABSTRACT

This research is conducted with the intention to find out about a relatively new but sufficiently and unprecedented growing use of social networking sites i.e. to obtain and spread news. Social networking sites have become a large and huge part of our everyday lives. The dependency on social networking sites today is more than ever. And as per the trend it is going to increase even more. With this level of dependency the use of social networking sites in different areas of work and life has also increased. Therefore, the requirement to find out its impact on our behavior or the way it has started to help us in gathering news has also increased.

This research is focused on finding out the credibility of social networking sites as a tool to obtain news. It is completely qualitative in nature & has used convenience sampling to gather data through an adapted tool (the questionnaire).

The questionnaires were circulated on different social platforms through sharing of the link of the questionnaire. Data gathered was analyzed on SPSS.

Our results indicated that social networking tools like Social networking sites, YouTube, Political blogs, political websites, candidate blogs and candidate websites predicts the credibility of SNS.

This research was conducted with surveys used as the research instrument due to time limits. For future researches in this area in Pakistan, researchers can use experimental forms to gain more quality data and hence get more in depth results and analysis on the credibility of SNS and reliance on SNS in Pakistan. Moreover, researchers can also and should also include the different languages that are used on SNS as well as means of communication to gain more rich and diversified data that truly represents all Pakistan.

Keywords: SNS, Self efficacy, trust, reliance & political attitude