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Article:	**Analysing inter-media agenda setting influence between Social media and electronic media; a perspective from Pakistan**
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Abstract

Inter-media agenda setting is a commonly used phenomenon to investigate the transfer of contents between news media. The recent digitization era challenges the traditional presuppositions. This study investigates the inter-media agenda setting influence between social media and traditional media. To address this question, the present study investigates first level agenda setting between Twitter and ARY news during Farishta murder case 2019. Content analysis method was used to assess agendas present within Twitter and ARY news. By employing cross-lagged correlation, the study investigates the inter-media agenda setting influence between Twitter agendas and of ARY news agendas. Aggregate findings of cross-lagged correlation reveal a clear agenda setting influence of Twitter on ARY news coverage agenda about Farishta murder case. The results of the study suggest that Twitter has the capability to influence broadcast agendas of television in Pakistan.

Keywords: Twitter, inter-media agenda setting, first level, influence

Introduction

In the past two decades, the world has seen a massive growth of Internet. Almost world's 50% population is using Internet and out of which around 38% are using social networking sites (Hootsuit, 2020). With such a growth, the importance of social networking sites has risen significantly. The traditional agenda setting power of traditional mainstream new media is being contested by the social media platforms such as Twitter, Facebook, blogs, etc. As these social media platforms provide participatory role to the people where they can post their views, comments with a greater ease and affordance. Scholars described the shifting of agendas setting power of traditional news media to social media and results indicated that social media is challenging the agenda setting power of traditional media and in some case dominating the agendas of traditional media (Ceron et al., 2016, Wang, 2015; Zheng, 2017).

Based on the above arguments, the present study has been designed to investigate the power of social media in setting the agenda of traditional news media in social issues. The study has selected the issue of killing of a minor girl in Islamabad, Pakistan. In May 2019, Pakistanis were shocked when a ten-year-old girl Farishta, a resident of Islamabad, was kidnapped and later murdered. The news of her killing sparked outrage in the country and media persons, rights activist, politician turned to social networking sites to condemn this gruesome incident and calling for justice (Tribune, 2019). This research study has been deigned to investigate Twitter opinions and Television channel broadcast coverage of the incident. As in the previous studies, agenda-setting theory is frequently used in political settings and the current study examines the application of agenda setting theory in a crisis event or tragedy. This study also presents new dimension on the relationship between microblogging platform Twitter and Television channel in a crisis event.

Literature review.

Agenda-setting theory is primarily focusing on the transfer of issue salience from media to the public. This first level agenda setting deems the transmission between media and the public, either on the salience of object or the issue salience. Meanwhile, the second level of agenda setting deals with the traits of the objects or issues; or how to think about those objects (Lee, et al., 2005; McComb & Shaw, 1972). Later, the scholars presented another whole new idea of research by posing the question, 'When media sets the audience agenda then who sets media agenda' (Rogers et al., 1993). Danielian and Reese (1989) identified this process as 'inter-media agenda-setting process.' White (1949) conducted the very study to examine the selection of the topics by the editor of Midwestern wire, Mr. Gates. Breed (1955) identified that the larger media platforms tend to influence agenda of the smaller media platforms. Later in another study, Gue and Vargo (2015) suggested that the smaller media outlets follow the issue agendas of elite media outlets due to the credibility and importance of the content of the elite media.

Denham (2014) suggested that the inter-media agenda setting happens between different medias for few different reasons. The very first reason is the news value of the content as Journalists and media outlets are primarily concerned with the newsworthiness. The elite media with its resources tends to play a significant role in setting the agenda of other medias and journalist at the news selection process. The reason of inter-media agenda setting between the competition media is that no media outlet wants to miss out any news content, so they tend to watch out for each other coverage. The third and the last reason is pertaining to the economic factor for the news organization. For local media, instead of creating their own content It is quite easier for them to adopt the contents of other media outlets. In summary, inter-media agenda

setting between media outlets are taking place due to strong competition, newsworthiness, and the economic factors.

The core idea of inter-media agenda setting process assumes that the coverage of one media platform would influence the coverage of other media platforms. In the earlier studies in United States, the elite newspaper like New York Times have often found to be influencing the agendas of the other newspapers, magazines, television, and radio (Vliegenthart & Walgrave, 2008). In another study on global warming news coverage, Trumbo (1995) found that elite print media including New York Time and Washington post influence the agendas of broadcast media in United States.

In the last three decades the research conducted on inter-media agenda-setting have provided great understandings of changing aspects of news and the importance of different media platforms in dissemination of news in a competing environment. Earlier research was concerned with the inter-media agenda setting influence between traditional media outlets and results indicated the influence of traditional elite media on the other media outlets (Gilberg, Eyal, McCombs, & Nicholas, 1980, Danielian & Reese, 1989).

With the innovation of new technologies, particularly Internet gave rise to new phenomenon of social networking sites, websites, blogs. In the past one decade, researchers have focused on the agenda setting influence between traditional media and social media to figure out which media form has the agenda setting influence on other. Various studies were conducted to measure the inter-media agenda setting influence of social media (i.e blogs) on traditional media, found that the blogs are affecting the agenda setting power of traditional media (Maier, 2010; Sayre et al., 2010). Messner and Garrison (2011) indicated in their study that the traditional media is frequently using blogs as a source and in some instances, blogs are also influencing the

agendas of traditional media. In Chinese context a study was conduct during a tragic train incident in 2011, Wu et al. (2013) found that blogs influenced the coverage agenda of both print and television during this incident. Similarly, another study found Twitter influence on television channel on the issue of disaster news (Valenzuela et al., 2017). Meraz and Papacharissi (2013) suggested that the social media is creating a public spare where people can debate and share opinions without any censorship. Above mentioned studies suggest that the agenda setting power of traditional media has been questioned and in some cases being replaced by the social media. The current study proposes the following hypotheses:

H1- Twitter agendas at Time 1 are likely to influence agendas of ARY news at Time 2 in Farishta murder case.

H1- Twitter agendas at Time 2 are likely to influence agendas of ARY news at Time 3 in Farishta murder case.

H1- Twitter agendas at Time 3 are likely to influence agendas of ARY news at Time 4 in Farishta murder case.

Methodology

The study uses content analysis that is an appropriate method to analyse the content because it allows the researcher to draw reasonable inferences from the text to the context of their use (Krippenddorff, 2004). Majority of the studies pertaining to inter-media agenda setting have applied content analysis (including Rogstad, 2016; Su & Borah, 2019), as the current study also investigates the agenda setting effects between Twitter and ARY news during Farishta murder case so it is appropriate to use content analysis technique. While using purposive sampling, the study has sampled Twitter and ARY news. For Twitter, data is collected from Tweet deck and ARY news data is collected manually from the archives. For the Twitter, the

most popular hashtag #JusticeForFarishta was selected and all data under this hashtag was retrieved. The data was further securitized, only English and Urdu posts were selected then graphic and pictures were removed. Keeping in view the aspect of salience, tweets with fifty or more retweets were selected for content analysis.

Similarly, for ARY news 9pm news bulletin was selected, and all news related to Farishta murder case were collected and coded for content analysis. The total twitter posts from the selected hashtag were N=792 and total news stories from ARY news were N=284. All the selected tweets and news stories were coded for the purposive of content analysis. The study has identified five topics in Farishta murder cases. These topics include, calling for justice, statements, government inaction, calling for punishment and legislation.

Time lag.

Time lag is an important factor while measuring agenda setting hypothesis between two different times. In the initial years of inter-media agenda setting effects, scholar suggested a longer time lag ranging from eight to one week (Stone and McCombs, 1981; Winter and Eyal, 1981; Wanta, and Leggett, 1988). With the arrival of social media the time lag has shrunk to days as in this fast paced news environment, the editors do not wait for the stories for weeks before they publish or broadcast (Lee, et al,. 2005; Hopmann et al,. 2012). The scholars has suggested a very short time lag when comparing social media and traditional media agendas, as the current study is examining agenda setting relationship between Twitter and ARY news, the researcher selected a one day time lag in each time span. The time span of the study has been divided into four-time spans with three days each. Two time spans are related to when this incident happened and two-time spans are reacted to the time when the culprit was arrested. In the Farishta murder case, the time spans of the Twitter and ARY news are: May 16-May 18,

2019, Time 1, May 20-May 22, 2019, Time 2 and June 22-24 June Time 3 and June 28-June 30, 2019 Time 4, each time span has a one day time lag.

The study uses cross-lagged correlation to measure inter-media agenda setting relationship between Twitter and ARY news. This correlation permits the researchers to identify the movement of content from one time period to another time period of the competition variables. As the past research studies have identifies the frequent use of this correlation for measuring the agenda setting effects of one media platform on the other media platform (Dunn, 2005; Sweetser et al., 2008; Tedesco, 2005). Cross-lagged correlation helps analyse the relationship between two variables, if hypothesis predicts that variable X has influenced variable Y then following conditions are necessary for the support of the hypothesis; the cross-lagged correlation value between Variable X at Time1 and variable Y at Time2 is greater than then the cross-lagged correlation value between variable Y at Time1 and variable X at Time2 and also above the Rozelle-Campbell baseline value. This illustrates that the Variable X at Time1 has influence the variable Y at Time2 and no reverse correlation happened. Rozelle-Campbell baseline value is calculated by using this formula ([(PX1Y1 + PX2Y2)/2] {[(PX1X2)2 + (PY1Y2)2]/2} (Campbell & Kenny, 1999; Ragas, 2010). For this research study, the researchers set up three panels to measure inter-media agenda setting influence of the Twitter and ARY news from Time1 to Time4.

Results of content analysis

The total number of tweets were N=792 which were analysed with reference to the categories presented in the data. Similarly, ARY news broadcasted total number of N=284 stories about the Farishta murder case during the period of the study.

Table 1.1 presents the issue agendas withing Twitter during Time1, Time2, Time3 and Time4 during the period of study.

Table 1.1- Twitter agendas during Farishta murder case

Issues	Time1(N=265)		Time2(N=183)		Time3(N=178)		Time4(N=166)	
	Rank	%	Rank	%	Rank	%	Rank	%
Calling for Justice	1	57.4	1	58.5	3	23.6	2	26.5
Statements	4	7.4	4	3.8	4	12.9	4	15.7
Government inaction	3	10.9	3	8.7	5	3.4	5	0.6
Calling for punishment	2	19.9	2	26.2	1	34.3	1	38.0
Legislation	5	4.9	5	2.7	2	25.8	3	19.3

Table 1-1 shows the Twitter agendas posted regarding Farishta murder case in Time1, Time2, Time3 and Time4. Twitter posts frequency was inconsistent with N=265 in Time1, N=183 in Time2, N=178 in Time3 and N=166 in Time4. Table 1-1 indicates that during Time 1 of the Twitter agenda, calling for justice was the highest agenda among twitter users, followed by calling for punishment and government inaction in 2nd and 3rd place, respectively. Similar patterns of Twitter agendas were found in Time2. However, during Time3 and Time4 calling for punishment was top agenda, followed by legislation and calling for justice. While the government inaction category got the lowest coverage on Twitter during Farishta murder case. Table 1.2 shows ARY news coverage agendas withing Twitter during Time1, Time2, Time3 and Time4 during the period of study**.**

Table1.2- ARY news coverage agendas during Farishta murder case

Issues	Time1(N=79)		Time2(N=91)		Time3(N=53)		Time4(N=61)	
	Rank	%	Rank	%	Rank	%	Rank	%
Calling for Justice	4	16.5	1	38.5	2	34.0	4	11.5
Statements	2	27.8	2	19.8	4	7.5	3	18.0
Government inaction	3	17.7	3	11.0	5	3.8	5	0.0
Calling for punishment	1	29.1	2	19.8	1	41.5	1	39.3
Legislation	5	8.9	3	11.0	3	13.2	2	31.1

Table 1-2 shows the ARY news agendas broadcast regarding Farishta murder case from Time1 to Time4. ARY news coverage was broadly inconsistent with N=79 in Time1, N=91 in Time2, N=53 in Time3 and N=61 in Time4. Table 1-2 indicates that during Time1 of the ARY news broadcast agenda, calling for punishment was the most frequent agenda, followed by statements and government inaction in 2nd and 3rd place, respectively. Interestingly in Time2, calling for justice became the top issue in ARY news Coverage and statements categories maintained at 2nd place. Whereas calling for justice received the highest coverage in ARY news in Time3 and Time4. Legislation issue coverage overwhelmingly increased from 8.9% in Time1 to 31.1% in Time4. Government inaction issue got the least coverage during all time spans of the study.

This study uses cross-lagged correlation to investigate the agenda setting influence between Twitter and ARY news during Farishta murder case. A total of three panels were set to examine each hypothesis of the study and result of the panels are:

Figure 1-1 Cross-Lagged Correlation results for agenda between Twitter Time1 and ARY news Time2

.049

Twitter   **T1**   **T2**

.353**

(Figure 1-1)

-.110

.107

-.135

ARY news   **T1**   -.348**   **T2**

RCB: .003
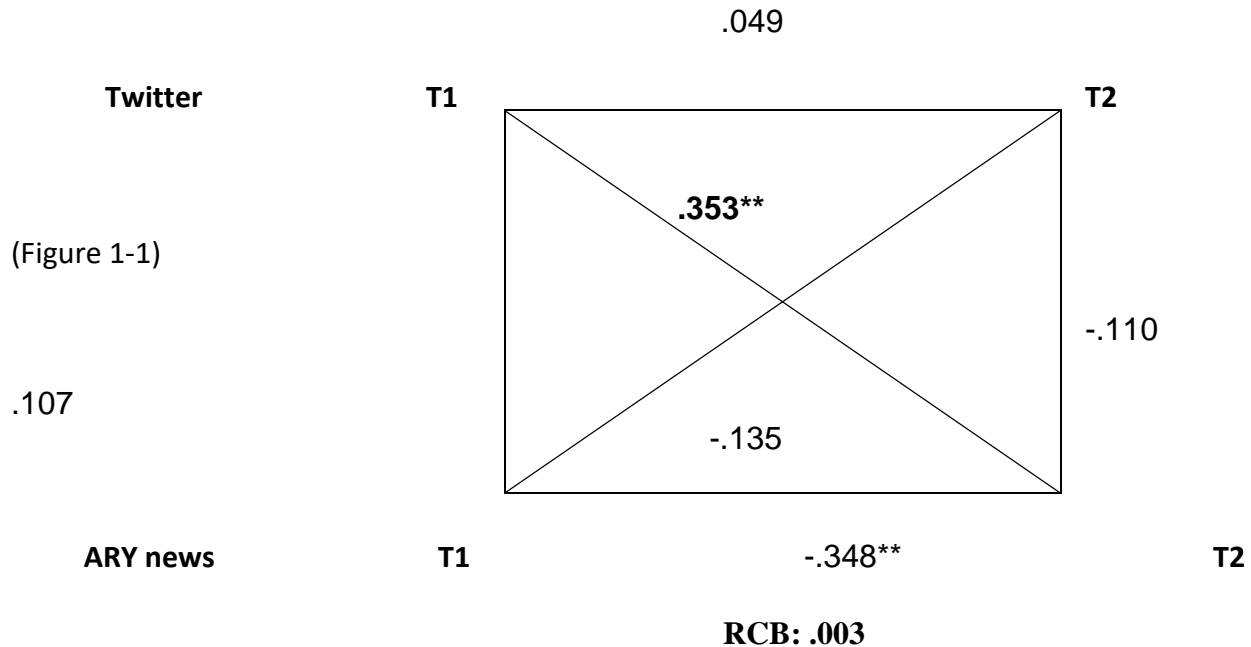
To analyse the proposed hypothesis, Figure 1.1 presents the cross-lagged correlation between Twitter and ARY news at Time1 and Time2 by using Rozelle-Campbell baseline. As shown in the figure, there is a very significant cross-lagged correlation (.355**) between the Twitter agendas at Time1 and ARY news agendas in Time2 and this correlation is above the Rozelle-Campbell baseline value (.003) and the reverse correlation (-.135). The findings identify that the hypothesis one, which states that Twitter agendas at Time1 would influence agendas of ARY news at Time2 is supported.

Figure 1-2 Cross-Lagged Correlation results of Twitter agendas at Time2 and ARY news agendas in Time3

-.121

Twitter   **T2**   **T3**

(Figure 1-2)

.331*

.107

.268

-.015

ARY news   **T2**   .103   **T3**
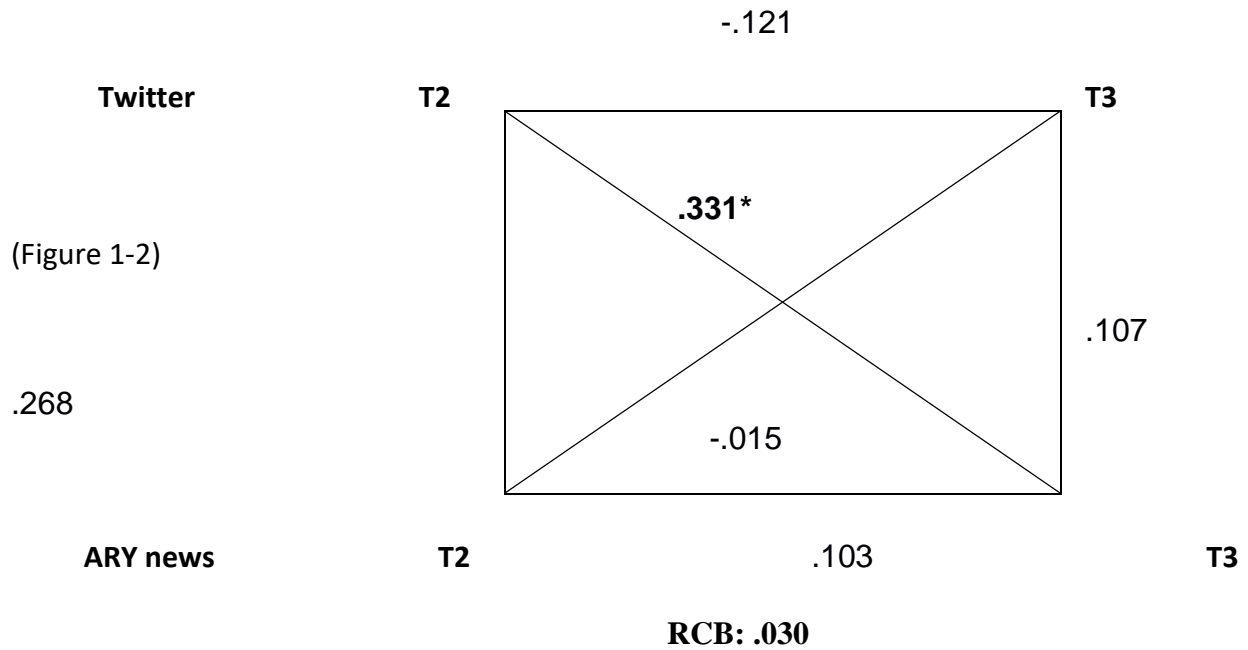
RCB: .030

Figure 1.2 shows the cross-lagged correlation results of issues agendas between Twitter and ARY news in Time 2 and Time 3 during Farishta murder case. There is a significant cross-lagged correlation of .331* is found between the Twitter at Time2 and ARY news in Time3 and this correlation is above the Rozelle-Campbell baseline value (.030) and reverse correlation (-.015). Hence, the results indicated that Twitter has significantly influenced the agendas of ARY news during this time span and the hypothesis two is supported.

Figure 1-3 Cross-Lagged Correlation results of Twitter agendas in Time 3 and ARY news coverage agendas Time4

-.139

Twitter   **T3**   **T4**

(Figure1-3)

.669**

.268

.163

.114

ARY news   **T3**   .198   **T4**
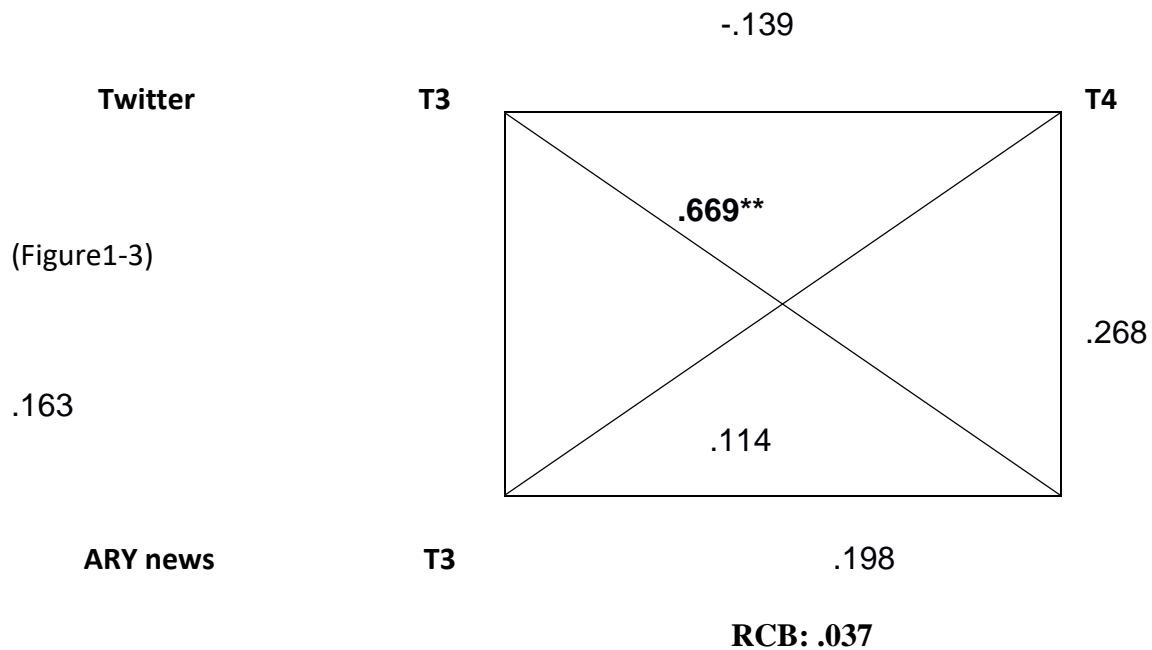
RCB: .037

Figure 1.1 depicts the cross-lagged correlation results of issues agendas between Twitter and ARY news in Time 3 and Time 4 during Farishta murder case. There is a very significant cross-lagged correlation of .669** is found between the Twitter at Time 3 and ARY news at Time 4 and this correlation is also above the Rozelle-Campbell baseline value (.037) and the reverse correlation (.114). The results of the figure1.3 illustrates that the Twitter agendas at Time 3 has influenced ARY news agendas at Time 4, and the findings support the hypothesis three.

Discussion and Conclusion

This research article investigates the inter-media agenda setting influence between Twitter and ARY news during Farishta murder case. The results of the study presented a significant influence of the Twitter on the issue agendas of ARY news in the Farishta murder case. The finding of the research study suggested that the social media platform, i.e Twitter has significantly influenced the coverage agendas of ARY news during all the selected time spans.

The results of this study are consistent with the existing literature where scholars have identified the influenced of social media on traditional media (Fu, 2013; Jang 2010, Li, 2015; Valenzuela et al., 2017). Valenzuela and his colleagues (2017) identified Twitter agenda setting role in disaster news. This research study proposes three hypotheses in the assumption of influence of Twitter on ARY news issue during Farishta murder cases. The hypothesis one proposed that the Twitter posts at Time1 will influence the broadcast agenda of ARY news at Time2. The finding during this time identified a significant influence of the Twitter posts on ARY news coverage during this time span. The finding of the study also supports the second hypothesis where Twitter agendas influenced the ARY news coverage and similarly hypothesis three was also supported. The findings of the study identified a clear inter-media agenda setting influence of Twitter on ARY news at issues level during the period of the study. Twitter is becoming a podium of communication and has established a more influential role. The ear of powerful effects of traditional media is diminishing and in some instances is being replaced by the booming social media platforms, particularly Twitter, and blogs.

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