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Article:	Synchronization of Media Agendas between Social Media and Newspaper Websites: A Case Study of Within Day (AM vs PM) Inter Media Agenda Setting
Author(s):	Abdul Rehman Qaisar Assistant Professor, Department of Communication and Media Studies, University of Sargodha
	Zowaina Azhar Lecturer, Department of Communication and Media Studies, University of Sargodha
	Faiza Bajwa Lecture, Communication and Media Studies, University of Gujrat
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Author(s) Note:	Abdul Rehman Qaisar is serving as Assistant Professor at Department of Communication and Media Studies, University of Sargodha Email: abdulrehman.qaisar@uos.edu.pk
	Zowaina Azhar is serving as Lecturer at Department of Communication and Media Studies, University of Sargodha Email: zowaina.azhar@uos.edu.pk
	Faiza Bajwa is serving as Lecture Communication and Media Studies at University of Gujrat Email: Faiza.Bajwa@uog.edu.pk

Abstract

Present study comprised of Ante Meridiem (AM) vs Post Meridiem (PM) intermedia agenda-setting between newspapers' websites and twitter. Data regarding Turkish President's visit to Pakistan has been collected from website of "The Nation" and "Twitter". Study found significant synchronous correlation (X2Y2) between Twitter and The Nation during Post Meridian (PM) ($r_1 = +0.472$, $r_2 = +0.841$ and $r_3 = +0.752$). Reduced posting on Twitter and newspaper' websites has been observed during AM time period. Finding depicts gradual content build-up (simultaneous basis) on Twitter and news websites during the PM time period. Finding indicates increasing integration between social media and news-websites due to synchronization. Vast majority of Twitter posts are based on clippings of newspapers stories or footages from news channels. In Pakistan tweets of politician, military representatives, and media persons are flashed as breaking news and the same is given coverage prominently on news-websites. The study has also observed consistent use of social media cells by political parties for pushing agendas on social media to get attention on other media outlets. Circular model for network journalism and simultaneous agenda setting has been proposed. Model elaborates how contents move in a circular way in network journalism environment.

Keywords: Synchronization in Inter Media Agenda Setting, Circular Model for Network Journalism, AM vs PM Agenda Building and Transfer. Integrated Inter Media Agenda Setting, Simultaneous Agenda Setting

Introduction

In a world of online, public and developing digital media, the dynamic forces of subject agendas are converting more composite pressures on each other. Prominently, because the social and traditional media both are online, they are evenly available to analysis of time-series. The expression “Meta data” appears to be transmissible on as a general category for analyses. Initial researches however were uncertain about true role of online media and influences of online media over traditional media. It was believed by many researchers that it is the traditional media which do thing to social media instead of social media doing things to traditional media. However, research has proved that it’s the social media which hold upper hand in new media environment (Boyd & Crawford, 2012). However, one prominent problematic thing in this domain is that large data schemes naturally produce big numbers of vibrant conceptions of text designs and actively trend graphs so in the end experts may be mistakably seduced into a dependence on explanation instead of theory analysis. Agenda setting looks fit to big data analysis beside some methodological and model fitting issues as social media data is in huge number comparing print media where limited space can be devoted to single issue (Gualda, & Borrero 2013).

Digital Globe and Agenda Setting

According to Meraz (2011), conventional media is losing its ground to a cheaper and more vigorous online media. Most print and broadcast media units have modified with supplementary online components while assume blogs and further social media platforms in a struggle to lure functioning public web in news position. These changes have given birth to a new phenomenon i.e. inter-media agenda setting as result of new communication setting (Bennett & Iyengar, 2009).

Emergence of big ever-growing social media platforms such as Facebook, Twitter, Instagram and others have revived that old question “Who sets the media’s agenda?” The query gained attention in the 1980s as scholars began exploring the several features that form the agenda offered by news media (McCombs, 2014). It has reemerged as journalists increasingly embrace and adopt social media services as part of their professional toolkit to connect and communicate with readers and potential sources. In a British study, almost 50% of the journalists admitted that they used Twitter to obtain reports (Cision, 2011).

Many research studies have been based in the hypothetical, theoretical and academic framework of media agenda setting and specially, inter-media agenda setting. Inter media agenda setting is more focused toward structure of agenda. It is important to understand structure i.e. from where and how an agenda take start and how it moves to become a national concern. What are the key players and to what extent sponsored social media activities take part in moving an agenda item further? An analogue audience vs digital audience, journalists’ vs social media free lancers and so on. Results of such studies have already smashed the news industry in all Western European countries. Meanwhile, there has been a transition of political journalism due to an accelerated 24/7 news cycle, shifts in the power balance between professionalized political sources on one hand and resource-pressed journalists on the other, and the move from analogue to digital media. In this context of decline and transition in traditional media, facilities of social media i.e. convenience, flexibility and cheap availability make it perfect choice for all including journalist. Moreover, twitter has significant admiration and respect among journalist as mostly regard it influential and being in their own use, journalist is ready to give credit to twitter (Graham & Broersma, 2012).

Turkish President Visit to Pakistan

Turkish President’s Visit to Pakistan was selected as second issue to test Inter-media Agenda-setting (IAS) between Twitter and online versions of news-papers. Turkish President Recep Tayyip Erdogan visited Pakistan on 13-14 Feb 2020, one day before his arrival an

instance twitter priming was visible in shape of words like “revival of Ottoman Empire”, “Caliphate”, “Kingship” etc. It referred to old golden period of Muslim rule and specially Ottoman Empire. Twitter priming was also reflected in Turkish President’s speech in the parliament of Pakistan on February 14, 2020, during his speech he referred old golden era of Muslim rulers i.e. Ottoman empire. In view these evidences, additionally, researcher analyzed twitter posts from 13-15 February 2020 to find twitter priming and consequently its reflection in traditional media. Inter-media priming effect was calculated using key words ottoman empire, Caliphate etc.

Rational/Significance of the Study

People utilize the news media to find out about the world beyond their family, neighborhood, and work environment. As news consumers, all of us rely upon what TV, online media, sites, radio broadcasts, and papers choose to educate us about. This is on the grounds that all news media, regardless of whether through journalists or algorithms, select a news cycle and disseminate information to their users through these mediums. Over the long haul, the perspectives that are conspicuous in the news media typically become noticeable in general assessment. These angles include: the impact of news-casting on the credits of issues and individuals that make news; the organizations between the various components in the media and public agendas; the determinants of the news media agenda; the instruments that control agenda setting impacts; and the outcomes of agenda setting on the users and policymakers’ perspectives and practices. As perhaps the most far reaching and worldwide hypotheses of reporting examines accessible, agenda setting keeps on developing in the extending computerized media scene. In this context it is important to know that how different mediums are affecting each other before studying how they are affecting public. On the other hand, majority of anchors, reporters, columnists, independent journalists and writers are using Twitter to discuss and break exclusive news stories. Politicians are using Twitter as their major interaction facility for both media and public. It becomes a cyclic activity when these published news stories and footages become tweets as a matter of success and pride.

Agenda in recent times has been assigned a new term data traffic. Traditional boundaries have become meaningless in new media environment, where no more vertical communication is taking place instead, we are witnessing mix of vertical and horizontal modes of communication. In new media environment the life of agenda is very limited. Even sometime within a day different agenda come and goes as new agenda items over through previous ones. In country like Pakistan where majority of the population consisting youth with technological access with political mobilization have created a greater appetite for contents. In Pakistan the print media readership is still in significant number making print media relevant to agenda as well. In political communication domain another very relevant dimension is social media cells of almost all parties in Pakistan. These social media cells pushing agendas based on framing and priming of their political leaders, parties and manifestos consistently creating data traffic whole day.

Literature Review

Agenda Setting research has developed many ways to gauge agenda setting effects form media to public; form media to govt and from media to corporate sector. Agenda setting research has adopted all modern trends of research both in construct and statistics. Inter media agenda setting have also adopted modern tools and techniques. Since the emergence of social media and it increasing influence over traditional media has been observed, however, it has been observed that there are some methodological issues in inter media agenda setting involving social media. The presence of new media and the subsequent transformation of the traditional media into the virtual media are cases of the troubles to agenda-setting as binderies between legacy media and social media has become meaningless.

While a couple of analysts put confidence in the reasonability of agenda-setting in the new media circumstances (Coleman, McCombs, Shaw, and Weaver, 2009).

As political communication grabbed pace after 2008, it became obvious that this medium kept weight in the campaigns of candidates. Many studies like Hong and Nadler (2012) and Todd, Gawiser, Arumi, and Witt (2009) have found relationship between print and online sources some way or the other. It is important to mention political issues and politician are most debated topics at both print and online platforms. However, there has been difference of opinion over exact role of each other and who is at leading position or there is a bidirectional sequence. It will important to know what is the situation in Pakistan where we have largest youth bulge and have accessed to online and print resources. It can be summed up from above debate that social media has given new life to politician and political issues. Social media now become part and parcel of political process. In Pakistan after 2011, there is a visible political mobilization characterized by social media. The present research will see the role of social media in political issues and to what extent traditional has turned to social media for news to what extent both exert pressure on each other.

Research Design

Research design for the current study was content analysis. Data was collected with help of a coding sheet from selected mediums on specified days. Tweets on the were retrieved using Twitter APIs. Data from news websites was coded directly from sites. Yoshikoder software was used to establish content categorization schemes. Two keyword dictionaries were prepared to analyses the data. Computer based content analysis was performed using within day time lag (AM vs PM Agenda-setting between Twitter and news sites).

News-website coding sheet

Ser	Newspaper	Date	Time	Text
	The Nation	11/3/2018		

Coding sheet Twitter

Ser	Handle	Date	Time	Text
	-	06-07-18	9:12 A M	

Translation

All tweets in Urdu were translated into English

Findings and Data Analysis

Table 1.1 AM/PM Issue Frequencies on Twitter

Ser	Issues (Discussed on Twitter)	Twitter	Twitter	Twitter	Twitter	Twitter	Twitter
		Day 1	Day 1	Day 2	Day 2	Day 3	Day 3
		AM	PM	AM	PM	AM	PM
1.	Defense, Arms, Regional Security	4	123	8	53	3	43
2.	Erdogan's Address to Pakistan's Parliament	4	121	62	247	11	63
3.	FATF Gray List	11	82	12	59	1	26
4.	Issues of Muslim World	7	102	19	56	1	24
5.	Joint Declaration	0	3	0	3	0	5
6.	Kashmir Issue	11	214	60	280	25	137
7.	Pak Turk Friendship	20	194	13	63	4	35

8.	Political Parties and Politicians	0	3	0	4	0	1
9.	Portrayal of Erdogan as Leader	1	86	10	24	2	16
10.	Terrorism related Issues	13	2	4	6	4	1
11.	Tourism, Education and Culture	0	47	11	23	0	46
12.	Trade Agreements/Framework	2	156	17	111	15	133
13.	Business Opportunities	1	50	12	76	1	41
14.	Ms. Emeni (1 st Lady)	0	23	1	6	0	8
15.	issues of Turkey	0	0	0	3	4	9
16.	Ottoman Empire (Twitter Priming)	171	166	59	19	25	48
17.	Welcome & Reception	161	156	24	10	18	21
Total		405	1528	312	1043	114	657

***showing keywords**

It has been observed from the findings that there is more twitter activity reported on PM time period comparing AM time period in 1st two days of the study.

Table 4.2 Day Wise Issue Frequencies on Selected Papers

Ser	Issues (Print Media)	Nation	Nation	Nation	News	News	News
		Day 1 AM	Day 2 PM	Day 3 AM	Day1 PM	Day2 AM	Day2 PM
1.	Defense, Security and Arm Deals	7	1	5	4	0	0
2.	Erdogan's Address Parliament	5	9	24	15	5	0
3.	Joint Declaration	2	1	0	1	0	1
4.	Kashmir Issue	3	2	4	2	0	0
5.	Muslim Leadership	3	0	1	1	0	0
6.	News about Arrival and Activities	1	9	5	14	2	3
7.	Pak Turk Friendship	5	1	1	2	1	0
8.	Portrayal of Erdogan as Leader	0	0	0	0	4	0
9.	Support over FATF Issue	0	2	0	2	0	0
10.	Terrorism	0	0	0	0	0	0
11.	Tourism, Education and Culture	4	2	0	2	0	0

12.	Trade Ties	17	5	10	16	4	1
13.	Cyprus (Turkish Territorial Issue)	0	5	6	11	2	0
14.	Eemeni	0	1	1	2	5	0
15.	Ottoman Empire	1	1	1	2	0	0
16.		0	0	1	1	0	0
17.	Welcome	0	2	4	2	0	0
Total		48	41	63	77	23	5

***showing key word frequency**

Data analysis shows that in Nation on 1st day keyword count on the issue of Defense, Security and Arm Deals is significantly more (7) comparing day three (5) following day 2 (1). Data analysis shows that in News on 1st day keyword count on the issue of Defense, Security and Arm Deals is significantly more (4) comparing day two (0).

Data analysis shows that in Nation on 3rd day keyword count on the issue of Erdogan's Address Parliament is significantly more (24) comparing day two (9) following day 1 (5). Data analysis shows that in News on 1st day keyword count on the issue of Erdogan's Address Parliament is significantly more (15) comparing day two (5). Data analysis shows that in Nation on 1st day keyword count on the issue of Joint Declaration is significantly more (2) comparing day two (1) following day 3 (0). Data analysis shows that in News on 1st day keyword count on the issue of Joint Declaration is significantly more (1) comparing day two (0).

Data analysis shows that in Nation on 3rd day keyword count on the issue of Kashmir issue is significantly more (4) comparing day one (3) following day 2 (2). Data analysis shows that in News on 1st day keyword count on the issue of Kashmir issue is significantly more (2) comparing day two (0). Data analysis shows that in Nation on 1st day keyword count on the issue of Muslim leadership is significantly more (3) comparing day three (1) following day 2 (0). Data analysis shows that in News on 1st day keyword count on the issue of Muslim Leadership is significantly more (1) comparing day two (0).

Data analysis shows that in Nation on 2nd day keyword count on the issue of News about Arrival and Activities is significantly more (9) comparing day three (5) following day 2 (1). Data analysis shows that in News on 1st day keyword count on the issue of News about Arrival and Activities is significantly more (14) comparing day two (2). Data analysis shows that in Nation on 1st day keyword count on the issue of Pak Turk Friendship is significantly more (5) comparing day two (1) following day three (1). Data analysis shows that in News on 1st day keyword count on the issue of Pak Turk Friendship is significantly more (2) comparing day two (1) following day 3 (0). Data analysis shows that in Nation on 1st, 2nd and 3rd day keyword count on the issue of Portrayal of Erdogan as Leader is significantly same. Data analysis shows that in News on 2nd day keyword count on the issue of Portrayal of Erdogan as Leader is significantly more (4) comparing day two (0) following day 3 (0).

Data analysis shows that in Nation on 2nd day keyword count on the issue of Support over FATF Issue is significantly more (2) comparing day one (0) following day three (0). Data analysis shows that in News on 1st day keyword count on the issue of Support over FATF Issue is significantly more (2) comparing day two (0) following day 3 (0). Data analysis shows that in Nation on 1st, 2nd and 3rd day keyword count on the issue of Terrorism is significantly same (0). Data analysis shows that in News on 1st, 2nd and 3rd day keyword count on the issue of Terrorism is significantly same (0).

Data analysis shows that in Nation on 1st day keyword count on the issue of Tourism, Education and Culture is significantly more (4) comparing day two (2) following day three (0). Data analysis shows that in News on 1st day keyword count on the issue of Tourism, Education and Culture is significantly more (2) comparing day two (0) following day 3 (0). Data analysis shows that in Nation on 3rd day keyword count on the issue of Cyprus (Turkish Territorial Issue) is significantly more (6) comparing day two (5) following day three (0). Data analysis shows that in News on 1st day keyword count on the issue of Cyprus (Turkish Territorial Issue) is significantly more (11) comparing day two (2) following day 3 (0).

Data analysis shows that in Nation on 2nd and 3rd day keyword count on the issue of Eemeni is significantly more (1) comparing day one (0). Data analysis shows that in News on 2nd day keyword count on the issue of Eemeni is significantly more (5) comparing day one (2) following day 3 (0). Data analysis shows that in Nation on 1st 2nd and 3rd day keyword count on the issue of Ottoman Empire is significantly same (1). Data analysis shows that in News on 1st day keyword count on the issue of Ottoman Empire is significantly more (2) comparing day two (0) following day 3 (0). Data analysis shows that in Nation on 3rd day keyword count on the Welcome is significantly more (4) comparing day two (2) following day one (0). Data analysis shows that in News on 1st day keyword count on the issue of Welcome is significantly more (2) comparing day two (0) following day 3 (0).

Table 1.3 Correlations Test Between Twitter and Print Media

Variable	Nation D1		Nation 2		Nation D3	
	AM	PM	AM	PM	AM	PM
Twitter AM	-	-	-.087	-	-	-
	.248	.182		.210	.286	.110
	.337	.484	.740	.420	.267	.674
	17	17	17	17	17	17
Twitter Day 1 PM	.338	.472	.324	.454	.005	.487
	.184	.056	.205	.067	.985	.047
	17	17	17	17	17	17
Twitter Day 2 AM	.017	.665	.575	.540	.180	.448
	.950	.004	.016	.025	.490	.071
	17	17	17	17	17	17
Twitter Day 2 PM	.272	.936	.721	.841	.427	.691
	.291	.000	.001	.000	.087	.002
	17	17	17	17	17	17
Twitter Day 3 AM	.106	.453	.297	.444	.062	.533
	.686	.068	.247	.074	.813	.028
	17	17	17	17	17	17
Twitter Day 3 PM	.600	.756	.476	.840	.313	.752
	.011	.000	.053	.000	.221	.000
	17	17	17	17	17	17

***T=Twitter, Na= The Nation, TM= Time, D=Day

Synchronous correlation (X2Y2) between Twitter and Express Tribune day during PM time period is higher indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation.

Table 1.4 Cross Lagged Correlation Test Excel Sheet


Calculation of Rozelle Camp Baseline (RCB)						Inter-media Agenda-setting (IAS)			
* $((A1+B1)/2)*SQRT(((C1)^2+(D1)^2)/2)$						*AND(\$H5>=C5,\$H5>=D5, \$H5>=E5, \$H5>=F5, \$H5>=G5, \$H5>=I5)			
Medium		PX1Y1	PX2Y2	PX1X2	PY1Y2	RCB	PX1Y2	PX2Y1	Direction 
Twitter Nation Day 1 AM vs PM	VS	-.248	.472	.426	.264	0.040	-.182	.338	Slight Synchronization of Agenda between Twitter and newspaper sites in PM time
Twitter Nation Day 2 AM vs PM	VS	.575	.841	.740	.783	0.539	.540	.721	Strong synchronization of agenda between Twitter and newspaper sites during PM time
Twitter Nation Day 3 AM vs PM	VS	.062	.752	.656	.135	0.193	.533	.313	Strong synchronization of agenda between Twitter and newspaper sites during PM time

Table 1.4 shows combined sheet of all set of correlations performed including cross lagged. News website of daily The Nation has been selected to test within day media Agenda-setting between Twitter. Three cross lagged correlation panels have been setup to test within day Inter-media Agenda-setting (IAS). Each panel comprised two halves of the day i.e. AM vs PM. Each panel was tested for cross lagged correlation significance using excel calculation and logical formulas as given above. The first panel was comprised of cross lagged correlation between AM vs PM Time periods of Twitter and The Nation. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day during PM time period is slightly high ($r=0.426$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 1.

The second panel was comprised of cross lagged correlation between AM vs PM Time periods of Twitter and The Nation on day 2. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.841$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 2.

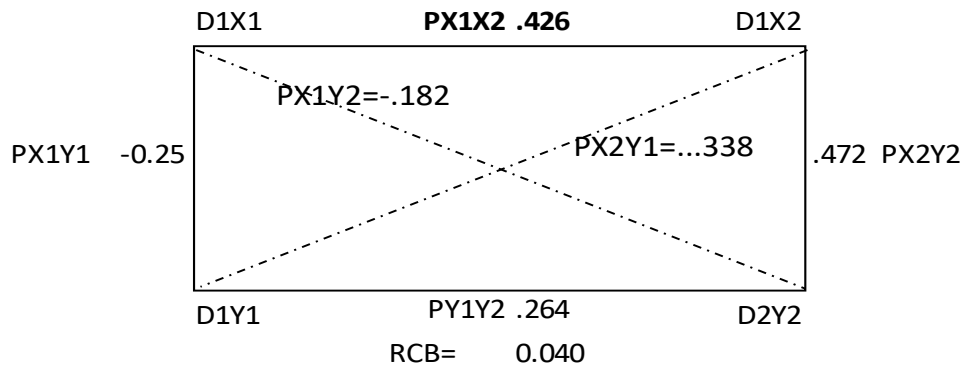
The Third panel was comprised of cross lagged correlation between AM vs PM Time periods of Twitter and The Nation on day 3. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.752$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 3.

Overall, it can be concluded from within day cross lagged correlations that during the AM time periods less activity has been reported both on Twitter and the news website of

selected paper, however, with passage of time it takes off both on Twitter and newspaper sites and become synchronous during PM time period.

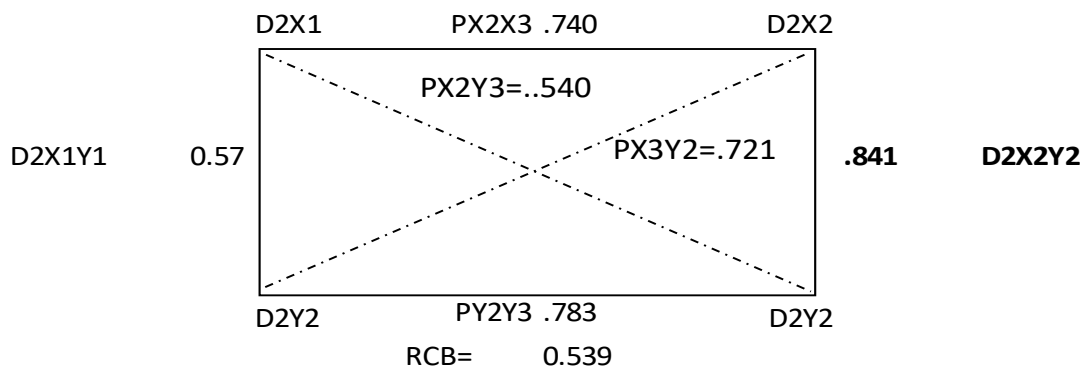
Statistical Modeling

Figure 1.1 Cross lagged Correlation Twitter and Nation Day 1 (AM Vs PM)



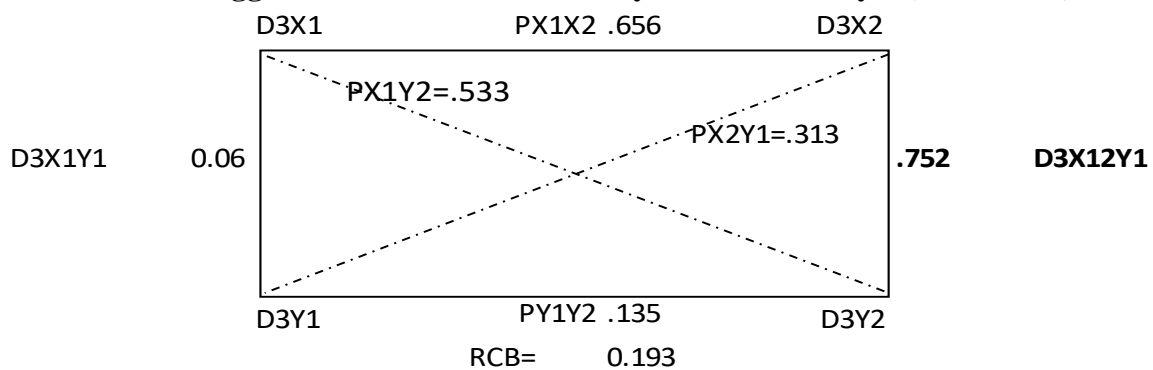
Synchronous correlation (X2Y2) between Twitter and Express Tribune day during PM time period is slightly high ($r=0.426$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 1.

Figure 1.2 Cross lagged Correlation Twitter and Nation Day 2 (AM Vs PM)



Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.841$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 2.

Table 1.3 Cross Lagged Correlations Twitter Day 3 vs Nation Day 3 (AM vs PM)



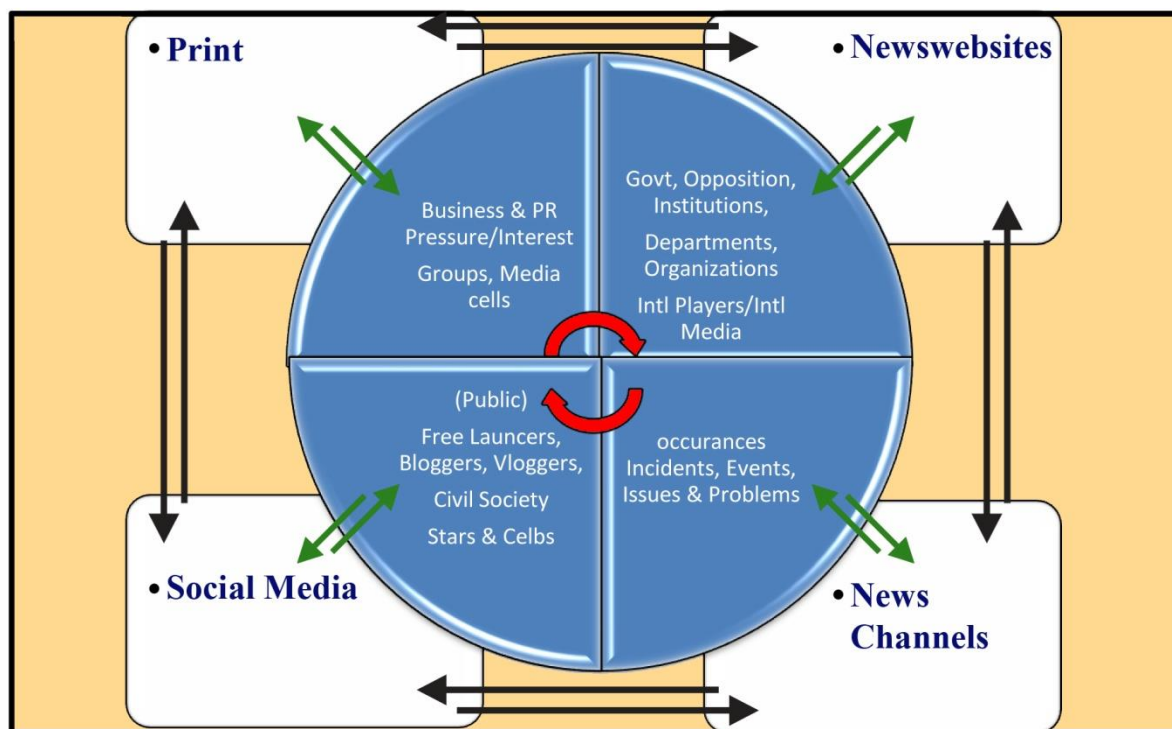
Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.752$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 3.

Discussion

The study comprised AM vs PM Inter-media Agenda-setting sequence. News website of daily The Nation has been selected to test within day Inter-media agenda. Three cross lagged correlation panels have been setup to test within day Inter-media Agenda-setting (IAS). Each panel comprised two halves of the day i.e. AM vs PM. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day during PM time period is slightly high ($r=0.426$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 1. The second panel was comprised of cross lagged correlation between AM vs PM Time periods of Twitter and The Nation on day 2. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.841$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day 2. The Third panel was comprised of cross lagged correlation between AM vs PM Time periods of Twitter and The Nation on day 3. Result shows that Synchronous correlation (X2Y2) between Twitter and Express Tribune day 2 during PM time period is significantly high ($r=0.752$) indicating simultaneous Agenda-setting during PM time period between Twitter and The Nation on day three. These findings did not provide support to study's third hypothesis "It is more likely that there is significant correlation between social media and traditional media within day time lag".

Overall, it can be concluded from within day cross lagged correlations that during the AM time periods less activity has been reported both on Twitter and the news website of selected paper, however, with passage of time it takes off both on Twitter and newspaper sites and become synchronous during PM time period. This situation also indicated that all online mediums including social media has turned into integrated mode. Examination of Twitter posts have revealed that majority of the Twitter posts are direct replication of newspaper stories, video footages from TV channels. Majority of news reporters, anchors use Twitter to discuss Datastories, Politicians use Twitter as their major connection point both for public and media. Tweets are flashed as breaking news on channels and reported prominently on newspapers.

Study comprised Ante Meridiem (AM) vs Post Meridiem (PM) Inter-media Agenda-setting sequence. Finding shows that Synchronous correlation (X2Y2) between Twitter and selected newspaper (The Nation) during Post Meridian has been significant. Reduced Twitter and newspaper web place posting have been observed during AM time period and gradual content build up on simultaneous basis on Twitter and news website during Post Meridiem (PM) time period has been reported by the study. It also indicates increasing integration between social media and traditional media. Bullying and trolling has emerged as one of the phenomena requiring attention. Use of slangs and funny stuff is on the rise, necessitating a policy intervention using machine learning technology and digital literacy programs. Study has also observed consistent use of social media cells by political parties for pushing agendas on the social media in order to get attention on traditional media.

Figure 1.4 Circular Model for Network Journalism

Designed by: Dr. Abdul Rehman Qaisar

This model explains integration among different media sources and stake holders. In new media environment continuous integration is visible, traditional media has adopted social media trends by offering more interactive modes on news contents. Similarly, social media allows for direct transfer of contents from news sites. On the other side stake holder utilize both traditional and social in order to disseminate their pint of view in a better way for instance a Twitter message appear on Twitter, then copied to FB, Instagram and in this way, it becomes a WhatsApp story. People loves to go with trends making a trend even bigger. This model explains policy, corporate and public agenda in cycle where each one connected and can influence each other depending upon the situation and circumstances.

Recommendations

- Policy research institute should be established to research on various dimension of social media and recommend policy level interventions.
- It is imperative to develop some code of ethics and regulation methods or procedures to make it useful medium.
- Digital literacy programs are need of the hour. It should take start from school level.

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