



## 6. Role of Social networking site in Agenda Setting

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### Abstract

*Social media means such media (social networking sites, blogs, portals, mail and SMS. etc.) that are viewed as separate from mainstream media, social media provide alternative information. Mainstream media are commercial, publicly supported and government-owned. Whereas, under social media, those news are also broadcasted which are not given space in the main stream media. Every citizen has complete freedom of expression in social media. It will become even more effective the day it reaches every citizen of the country. But the impact that the content of this social media leaves on the society is very important. At present, social media has given a new direction to the movements going on in the country and the world, but today new issues (agendas) are also created through social media. So it becomes difficult to assess as much as the intensity with which it propagates and disseminates a topic. Discussing this agenda setting, Walter Lippmann had expressed the basic idea of agenda setting in his famous book 'Public Opinion' in 1922 as, Under the concept of agenda setting, issues are created by the media. Media informs people about which issue is important and which is secondary. Agenda setting is basically the principle of strong media influence. The presented research is with special reference to social media Facebook and Twitter. This Use of primary and secondary sources for collecting facts in research Has been done Questionnaire and schedule were used to collect facts in primary source. Has gone.*

**Key words-**Social networking sites, agenda setting, Facebook, Twitter



## **Introduction**

Social media is actually a group of many types of websites where we express our thoughts. Social media is a part of new media where there are different types of web sites. communication that is interactive, Interactive) The format in which we listen to podcasts using the internet, communicate using RSS feeds, social networks (Facebook, My Space and Twitter, etc.), blogs, wikis, text messaging, etc. Here it is a kind of group (network) created by one person. This communication medium takes the form of multi-communication dialogue in which readers/viewers/listeners can instantly share their comments not only with the author/publisher, but also with other people. You can also give your comments on the published/broadcast/communicated content. These comments can be more than one, that is, often strong comments turn into discussion. For example on facebook If you publish a message and many people comment on your content, many times the readers start a discussion among themselves and the author responds to more than one comment.

two-way communication in social media, two way communication) It happens, Social networking sites are a part of this social media, but people have misconceptions that social media itself is a social networking site, that is, only networking sites are included in the list of social media., but other web services are also present in its list. Like – Blog, Weblog, YouTube etc. Which connects you to the whole world and leads you to a new virtual world. Social media is becoming popular among the public with such intensity that other mediums of communication have not. Leader Actors and political parties know how to use it very well. Political parties also assess the popularity of their leaders according to the number of followers on social media. And its impact extends from social media to mainstream media. The discussion on social media becomes the headline of mainstream media and it is enough to subordinate the main issues in the society and present new issues every day.

## **Concept of agenda setting**

The idea of agenda setting theory was first proposed by American journalist Walter Lippmann in his famous book in 1922. Given in 'Public Opinion', which is as follows - "People react not to real world events, but on the basis of the false image that has been created in our minds. Media plays an important role in creating such images in our minds and creating a false environment." In



1944, Lasers FeldTooThe concept of agenda setting has been presented on the basis of 'Power to Structure Issues'.

Maxwell E. McComb and Donald L. Shaw in 1972. He conducted a study regarding the presidential election held in America in 1968. In this study he proved that all issues have different importance in the society., but the importance of issues is determined by the majority and the media is a source of this process. This is called agenda setting. According to this theory, mass media influence the issues of society. The first systematic study to understand the theory of agenda setting was conducted among voters in Chapelhill, North Carolina. That is why it is also known as Chapel Hill Study. In this study, information was taken from 100 voters about the major issues and problems of America and along with this, content analysis of news from five newspapers, two magazines and two television networks was done. In this, a tremendous correlation was found between media agenda and public agenda. This theory has been discussed in detail in his essays titled 'The Agenda Setting Function of Mass Media' (1972) and 'Structuring the Unseen Environment' (1976).

According to this theory, Maxwell E. McComb and Donald L. Shaw said that the media is not as successful in telling people that 'What to think' but it is very successful in telling 'what to think about', according to Maxwell E. McComb and Donald L. Shaw, the agenda setting function of mass communication is To determine the thinking power of the audience. This principle especially applies to political campaigns. Research on the agenda setting process has mostly been done on these campaigns. From the study of these principles, we come to know that the order in which the issues are given importance by the media, is given almost the same order by the public also. In this way, the issues which the media gives priority to, become the priorities of the public.

### **Social media and agenda setting**

In this chapter I have extracted facts related to my research topic. Keeping in mind the limitations of my research area, I have studied only two social networking sites which are being used mostly. In which the contents of Facebook and Twitter have been studied. Under this research, the role of social media in creating issues in the society has been studied. Sometimes issues raised by social media are highlighted in mainstream media. Soon it becomes a national issue, which proves helpful in giving a new direction to the society. In this research, an attempt has also been made to



know how social media creates a false environment in the society and also misleads the common people. Here every person is playing the role of a journalist who has an independent pen and everyone has his own views. Atrocities against women in India, rape, widespread corruption in the system, bribery, red-tapism, government schemes and ground level People are using social media extensively to bring the reality among the general public.

According to the analysis of data obtained in the research Year in 2012 in India Amidst political and economic challenges people Experienced the growth and maturity of social media closely. When Mainstream commercial media and other dimensions From People When you get frustrated, you resort to social media., This We have been successful in our endeavors due to the worldwide impact of virtual media. Too is available. Social media has become a social, on political and other major topics framing the issue Has emerged as a medium to do. tahrir check Social media has played an important role in energizing movements ranging from New York's Wall Street siege to Delhi's anti-corruption movements and the movements against Damini gangrape. This social media has become a weapon of revolution for the youth.,

Social media is now just a way to pass time and share useless chatter. Chatting) It is no longer just a means to do it. Today it has become a source of news. Today, from top journalists of newspapers and magazines to the Chairman of the Press Council, film stars, leaders and everyone from the Prime Minister of India to the President of America, from Rashtrapati Bhavan to the general public is associated with it. Today there is not a single newspaper, magazine, news channel and radio which does not provide information about politicians and big personalities of the country. Not linked to Twitter and Facebook accounts. There will be columns named "Twitter Se, Aaj Aaj Tweet, Internet Se etc." on newspapers, which people read and give their feedback. At the same time, news channels have started having an entire prime time show based on the tweets made by politicians and actors and photos posted on Facebook. This is a witness to the fact that mainstream media has also started taking news from Facebook and Twitter. When social media is becoming the news source of mainstream media, it is obvious that the importance of news will also change. Social media has seen a radical change in people's access to information. Normally a person remains in constant contact with 10 to 20 people, but in social media this number becomes much higher. In this, along with information, rumors also arise.



in social media Facebook against such hate crime and twitter But for such opposition *Citizens Against Rape, Molesters and Atrocities, India Against Rape, India Against Rape and Molestation* As Some? page These are the examples on which the youth are expressing their anger and calling on the countrymen to rise up against this heinous crime and demand justice from the government. keep doing Are. A different kind of protest was seen on social media against the Delhi rape case. People protested by placing a black circle in place of their profile picture. Profile picture holds an important place in Facebook account. This is people's identity, the opposition was so extreme that it shows that people were willing to even change their profile pictures. People irrespective of caste, religion or sect Above Raise your voice against this disgusting crime in which social media also gave full support.

n, Of. Lion senior journalist etv, has held senior positions in many institutions including Sadhna News, In India "Is the movement through social media really a mass movement?, In the article published with the title, it is written that "The telecast license or newspaper registration is in the name of the person and he is bound by all the laws of the country. whatever said The entire responsibility of what is being written or shown rests with the editor. There is no such responsibility on social media. It is neither tangible, nor can it be controlled. It is not that the rape incident in Delhi was solely picked up by social media. First, the electronic and print media, showing their importance and commitment, published and showed it extensively for two days. Then reactions started coming in through social media. But the way such a big movement was created through social media, now the need to be more cautious is felt., In his second article N. Of. Singh writes "It is also true that social media played an important role in the mass movement that spread not only in Egypt but throughout Arabia., Not only this, the role of this media was tremendous in the youth movement that arose for the first time in India against rape., But today there is a need to weigh whether without established media we will not be free from danger in forming public opinion logically and without understanding all the facts and their consequences., And only through a media whose core is abstract or in which the characters cannot be identified?, Us Should we reach to encircle the Rajpath?" By ignoring social media, he has also talked about caution about the danger of its openness., and also did not deny that the social media movement had no contribution.



Anil Chamdiya his Article “Social Media Illusions” I write that “Comprehensive social reform work cannot be done through social media,<sup>1</sup> Even today, the stalwarts of journalism are not clear about the impact of social media. Yashwant Singh, Editor, Bhadas 4 Media, says that the objective of starting Bhadas 4 Media is “We have to consider the media as beats and reveal the black and white within it., This is one such medium, where the mainstream media is behind the scenes. While Ravish Kumar considers social media more ahead of mainstream media, N. Of. Singh and Anil Chamadia do not agree with this. A new history is being written through alternative medium of media. It cannot be denied that the mainstream media is now afraid that someone else may snatch its throne.

social media While it made people's thinking against corruption and misgovernance a common thought, on the other hand, taking advantage of this technology, some unruly people tried to attack the integrity of the country by posting inflammatory content and pictures., Nowadays, social media has become like a dry forest in which if a little spark is lit, the fire will automatically spread throughout the forest., Echoes of the incidents of clashes between two communities in Assam were also seen on these social media websites, the flame of which later spread to Mumbai., also seen in Bangalore, Chennai and Hyderabad, The way a large amount of objectionable pictures and content were released on social media, questions have been raised on its very existence.,

Similarly, by diverting people from the main issues, people's attention is drawn to other issues. The media sets the agenda of what the country will consider today. The protest against Delhi gang rape was in full swing when all the media turned towards Awaisi. Inciting speeches started appearing indiscriminately on YouTube and Facebook. The whole country went crazy over Awaisi TV due to Delhi gang rape. Newspapers started giving space to this issue, its videos were posted on social media, now Awasi was on people's timeline. No matter how serious the issue is or if the government gets stuck on some issue, a new agenda comes before the people. In a diverse nation like India where people of different sects live, if the government finds nothing to divert the public's attention, then only religious agenda comes in handy. The public moves away from the main issue and clashes over religious issues.

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<sup>1</sup>Article published on Sunday.com.



The arrest of Shaheen and Renu Srivastava for commenting and liking Bal Thackeray's death on Facebook in Mumbai has not only raised voices across the country against the functioning of the Maharashtra government and police., rather than given by the Constitution'freedom ofSpeech' But a debate arose across the country.Press Council Chairman Justice Katju also wrote a letter to the Chief Minister of Maharashtra in this regard and posted that letter in his blog and Facebook account and also posted the reply to the letter on his status page. Timesaccording to off india, the power of social media undoubtedly emerged. Social media has come a long way andIt is also continuously moving forward in a leading role.<sup>2</sup>

Bringing out a versatile aspect of media by highlighting issues of public concern and providing a platform to those issues., bring on the stage and solve the problem of the issue through in-depth discussion (solved) has to be done. But at present the mainstream media has almost shirked its responsibility. At present, everywhere from traditional media to new media, a simple issue is served as an agenda in such a way that all other issues have become secondary.media influenceThe degree of strength, freedom and limitation determines his attitude. As far as mainstream media is concerned, it is bound by many external and internal limitations. Whereas social media is free from all this. It would not be wrong to say that social media is working to ignite the anger boiling within the common people. egyptian peopleRebellionContent related to Anna's movement and Delhi gangrape are vivid examples of this. Social media is not a medium for unnecessary expressions in free time. Rather, it is a network which is an attempt to connect people's ideas in such a way that if many ideas get joined together, it can create political chaos in the country. it is wrong to say thisNoIt would seem that in the present times, these social media revolutionaries are posing a serious challenge to the governments accustomed to enjoying power through control over the media. People are suffering from inflation, The government is immersed in corruption, what would the public do if the mainstream media colludes with the government and calms it down. They have started talking to each other through social media.

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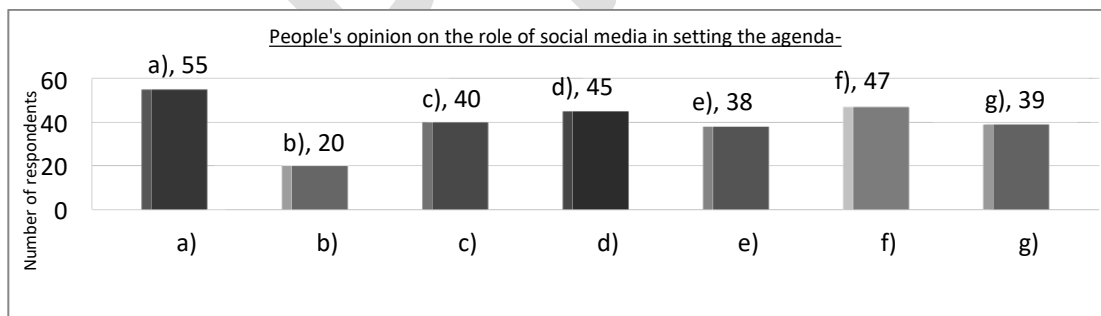
<sup>2</sup>[www.timesofindia.indiatimes.com](http://www.timesofindia.indiatimes.com)(from e-paper)

### Presentation and observation of data-

in setting the agendasocialrole of mediaIn your opinion, the respondents tried to convey their inner expression beyond the questionnaire questions, which is difficult to analyze.But an attempt has been made to analyze some issues which are as follows -

- a) Social media plays a very important role in setting the agenda.
- b) Social media is still in its infancy. There is an absolute need to spread it among the people as well as to monitor it.
- c) Many movements and issues are promoted on social media only.
- d) Most of the important information and news reach people only through social media.
- e) Many materials on social media are informative.
- f) Social media is full of controversial content.
- g) Mainstream media issues are often debated on social media.

Only 70 people answered this question in the entire distributed questionnaire. The answer to this question was in explanatory form, which is a challenging task to analyze numerically. Its answers have not been written in percentage form so that the quality of the research is maintained and no confusion arises. It was impossible to explain people's thoughts in research, so I have converted it into numerical form and presented its explanation. Its graphical presentation is as follows-



According to the analysis of data, social media plays a very important role in setting the agenda. In the questionnaire received, 70 people had expressed their opinion on this question, out of which 55 people expressed their views., This shows that social media plays an important role in setting the agenda. In people's opinion, social media is still in its infancy. Along with making it widespread among the people, there is an absolute need to monitor it. Out of 70 respondents, only





20 people expressed this opinion. It will still take time for people to learn the content of social media.

statistics According to this, information about various movements and issues going on in the country is given to the people through social media so that people connect with that topic. 40 out of 70 people mention in their opinion that many movements and issues are propagated only on social media. From this we can say that issues are publicized on social media and an attempt is made to attract people's attention. Most of the important information and news reach people only through social media. 45 out of 70 people said this opinion, today people have started using social media to promote themselves. This perception that people just waste their time on social media should now be changed because according to the analysis of the data received, social media is also teaching a lot of knowledge to the people. 38 out of 70 people are of the opinion that many of the contents on social media are informative. Controversy and social media both go hand in hand. 47 out of 70 people have expressed their opinion that social media is full of controversial material. Social media provides a better platform than mainstream media to express one's self. Today, while news is being created through social media and it is being considered as a source of information, the issues of mainstream media continue to be debated on social media. In which 39 out of 70 people give this opinion. Social media is running at par with mainstream media.

According to the above figures and facts, we can say that social media is becoming an integral part of the society. Soon this social media will start overshadowing the mainstream media. Where there is controversial content on social media, and there is also a wealth of material that sets the agenda. Today, social media is so popular among people that all the details of the work that people do in their daily life can be found on Facebook. This virtual world is beginning to impact the real world.

### **Conclusion**

Analysis of the data obtained in the presented research concludes that social media plays an important role in setting the agenda. Barring a few exceptions, social media also plays an important role in public relations. It is an effective part of alternative media. The specialty of



social media is that through it you can get news and give news. This is a two-way communication where you get news from all over the world., and you can give your news to the whole world.

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