Social Journalism: An Overview

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Editorial

A hybrid of professional journalism, contributor, and reader material, social journalism is a media model. Community involvement, audience engagement, social news collection and verification, data and analytics, and relationship-building are all important aspects of the format. Professional journalists who developed and/or screened the content may be involved in social journalism, which takes place on open publishing platforms such as Twitter and WordPress.com. Forbes.com, Medium, BuzzFeed, Soapbox, and Gawker were all examples of social journalism collaborations between professionals and citizens, as did CNN's now-defunct iReport. The concept, which has garnered monthly audiences in the tens of millions in some cases, has been suggested as one method for professional journalism to thrive despite a significant reduction in traditional journalism's viewership [1].

"How can media companies take use of this phenomenon without losing their way in the process?" Mathew Ingram wondered in a GigaOM essay on April 1, 2014, headlined "Social journalism and open platforms are the new normal — now we have to make them work." I then went over some suggested rules for social journalism proposed by Ed Sussman, the former president of FastCompany.com and an early follower of the approach. Ingram summarised these suggestions, which included clearly labelling types of contributors (e.g., staff, guest contributor, reader contribution); establishing guidelines that posters must consent to before posting, such as conflict of interest rules; providing wiki-like tools for social improvements to content; elevating the best content with curators and algorithms; and deleting weak or problematic content via curators or algorithms [2].

In an article for USA Today, media critic Michael Wolff slammed social journalism as the "Forbes vanity model," which allows "contributors" to write whatever they want under your brand ('as I wrote in Forbes...') without having to pay them anything – undermining your credibility, of course.

Sussman stated in a March 20, 2014 op-ed for The New York Observer that social journalism does not diminish the authority of brands, and that Forbes.com's success in generating a large audience with its 1,000+ bloggers indicated that the model could work for traditional media businesses. He followed up with "The New Rules of Social Journalism: A Proposal" in Pando Daily on March 29, 2014, following disclosures that several Forbes.com authors used their articles to reportedly participate in a "pump and dump" plan to promote, and then sell stocks [3].

Social media has taken over society and is becoming increasingly vital if you want to stay informed about current events. Many journalists now write stories about what happens on social media; for example, "Boris Johnson tells COVID deniers to 'grow up,' and NHS boss Sir Simon Stevens slams their 'lies' about hospitals being empty - saying the 'nonsense' could KILL people and 'nothing is more demoralising' to medics," according to "The Daily Mail [4]."

The article examines people's "ignorance" about COVID restrictions, and how their behaviours on social media may have an impact on how individuals obey government requirements. People who spread 'Fake News' can harm journalism by casting doubt on the validity of a journalist's work. People are exposed to fake news, such as UK hospital beds being unfilled, and are unclear what articles to believe on social media.

Donald Trump, the President of the United States, utilises his personal Twitter account to disseminate breaking news. Due to his deceptive remarks, the President's Twitter account was just disabled indefinitely. Fortunately for Donald Trump, he cannot be fined for his false charges and claims because Twitter is a forum where people may express their own thoughts on issues: nonetheless, Trump's continuous 'Twitter Rants' have resulted in his permanent removal from the site [5].

Conflict of Interest

None.

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