

WHAT IS BEHIND THE HEADLINES: A NEW ERA OF NEWS IN THE NEW AND OLD MEDIA

Syed Arabi Idid
Department of Communication
International Islamic University Malaysia

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Beyond Headlines: A New Era of News
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KEYPOINTS

- 01 MEDIA SCENARIO - HISTORICAL VIEW
- 02 THE CONCEPT OF NEWS
- 03 PRESENT STUDY
- 04 CONCLUSION



HISTORICAL VIEW

We can devise newsgathering into various periods.

COLONIAL PERIOD

1. The Colonial Period. When news is collected for the needs of the few.

PERIOD OF INDEPENDENCE

1. Period of Independence since 1957.
2. The presence of print media in the early days of Merdeka until Electronic Media in the form of television was felt.

DIGITAL MEDIA PERIOD

1. Digital age.

SCHOLARS DESCRIPTION

Mark B N Hansen (2015), “Twenty-century-media” and the “Old Media”. **“Past-directed recording platform to a data-driven anticipation of the future.”**

N. Katherine Hayles (2012), from the Age of Print to the Age of Digital Media. **“Consumers feel distracted and unable to focus on a task for a relatively long time as they feel compelled to check e-mail, search the web, play computer games, etc.”**

Eugenia Siapera (2019), named the present age the New Media compared to the Old Media. Siapera encompassed the characteristics of the New Media with Digital Media, the connectivity of Online Media and the strength of Social Media. The scholar summarised the New Media as inclusive of **“all kinds of media formats as long as they are indeed evolving.”** (Siapera, 2019: X1).

Before the internet

These people would take your order, write down an address and deliver a pizza to your home in less than 30 minutes by using a paper map like some sort of mystical land pirate.



“BEYOND THE HEADLINES: A NEW ERA OF NEWS”

Headlines are associated with the news in the traditional media.

The concept of “news” is also associated with the traditional media.

We read the newspaper, or magazines, or listen to the radio or watch television, but we say we use TikTok, Facebook or YouTube.

The new technology has altered the media landscape we are used to and the relationship of the readers, listeners and the Users to the specific medium.



THE CONCEPT OF NEWS

- What constitutes news? Hard and Soft News: Political, Economic, Health, etc.
- Proximity: Interest, Geography.
- What makes the editor accept and reject newsworthy items?
- What are the personalities and events that are newsworthy?
- What constitutes the Headlines?

CATEGORIES OF NEWS: CONTENT ANALYSES IN GE14 & GE15

In Elections, we categorized news into 20 categories.

CODE BOOK

Coder MUST study this coding book thoroughly
PRIOR to Coding Activity

"PRU15"

- Economy
- Education
- Politics
- Religion
- Social
- Crime
- Environment
- Foreign relations
- National unity
- Leadership
- National security
- Government administration
- Health

NEW ERA OF NEWS

Old Journalism verifies news more than New Journalism. This is not the norm with social media.

With the new media, the emphasis is on searching for recent news rather than painstaking research and in-depth analysis.

This is a shift in journalism as a profession. With the New Media, the emphasis is on searching for recent news rather than painstaking research and in-depth analysis.

Going beyond the headlines lies the new era of news. Audiences spend less time reading, listening, or watching the various forms of traditional media as they spend more time with the news form presented by the New Media.

MODELS

Various Models. One is the Active and Passive Audience.

Agenda-Setting Theory, Uses and Gratifications, Framing, Etc.

Source to (many) Receivers for the Traditional Media.

Source to Receivers, who co-produce to Others.

User-Generated-Content in New Media presupposes Interactive and Participation.

MODELS

Traditional Media



New Media



FAKE NEWS

Fake news is news reports that are false with the intention to deceive.

Misinformation, Disinformation and, wrong information, maligned information.

The new media has given birth to a corps of cyber intelligentsia and cyber troopers who have schemed to put an agenda in the media to cloud the issue or issues.

The headlines serve them well as they make the readers to go from one piece to another within the same frame or agenda.

CONSUMPTION PATTERNS

Our studies have shown a decline in the use of traditional media in 2012 and a rise in the use of new media since then.

Elderly people continue to use the Traditional Media compared to the young, who are more inclined toward obtaining information from the New Media.

The composition of readership has changed with the advent of New Media.

Other factors such as Demographics, Living standards of the global population, Literacy, and Accessibility have contributed to this change in the media landscape.

MEDIA EXPOSURE AND CREDIBILITY

Decreasing use of conventional media and increasing use of New Media.

The Institute of Journalism Reuters - billions of people have access to Facebook, and Twitter and less reading the newspapers, radio, and television.

Access to the medium is crucial to understand the concept of news.

WORLDWIDE DIGITAL POPULATION 2023

As of July 2023, there were 5.19 billion Internet users worldwide, which amounted to 64.6% of the global population. Of this total, 4.88 billion, or 59.9% of the world's population, were social media users (Statista, 22 Sept. 2023).

- Facebook — 3.03 billion monthly active users (MAUs). Facebook is the largest SNS, with over 3 billion people using it monthly, according to Statista. This means roughly 37% of the world's population are Facebook users.
- YouTube — 2.5 billion MAUs.
- WhatsApp — 2 billion MAUs.
- Instagram — 2 billion MAUs.
- WeChat — 1.3 billion MAUs.
- TikTok — 1.05 billion MAUs.
- Telegram — 700 million MAUs.

USE OF SOCIAL MEDIA IN MALAYSIA 2016-2023

As of January 2023, about **78.5%** of the Malaysian population were active social media users (Statista Research Department, 13 Sept. 2023). This decreased by 13.2% compared to 2022, in which the social media users amounted to approximately 91.7% of the total population in Malaysia.

Among all social media platforms, WhatsApp was the leading social media platform, followed by Facebook (Meltwater, 27 Apr. 2023).

Many Malaysians use social media for social contact and for relaxation. Reading news stories is third from the list.

JAN
2023

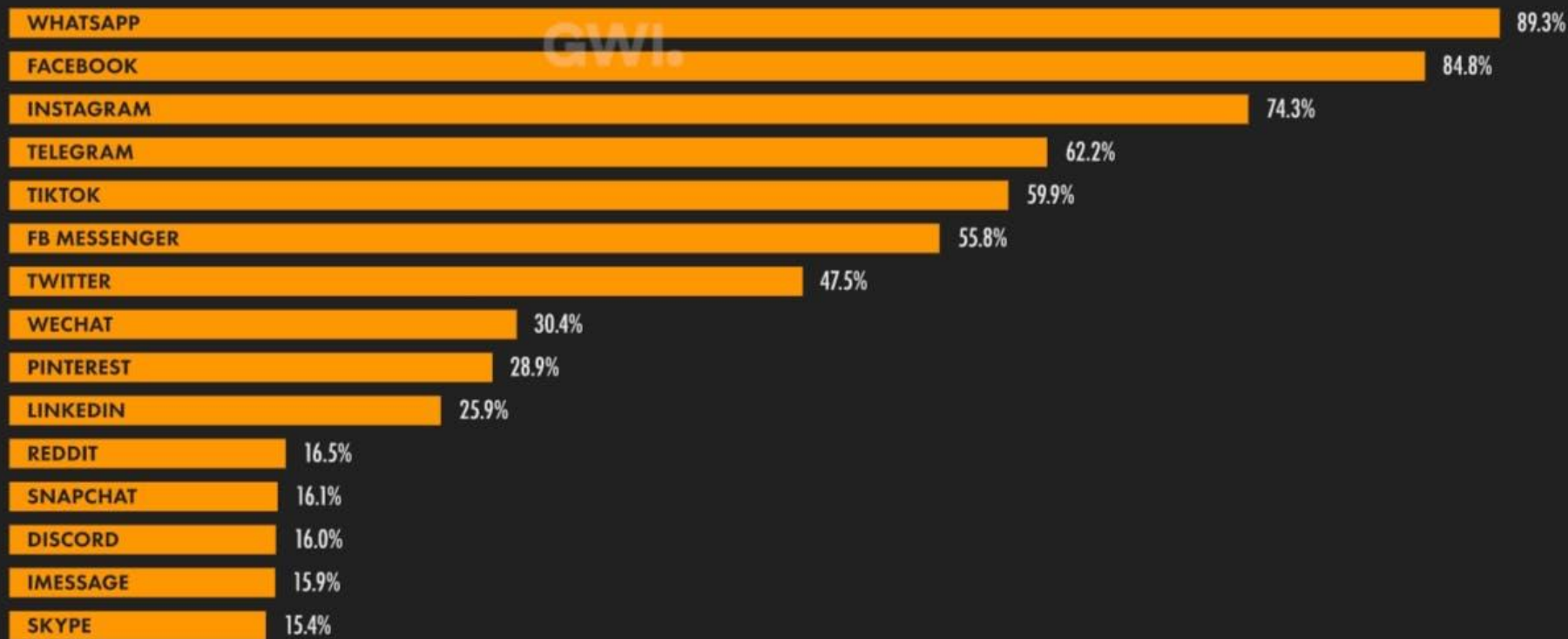
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



MALAYSIA

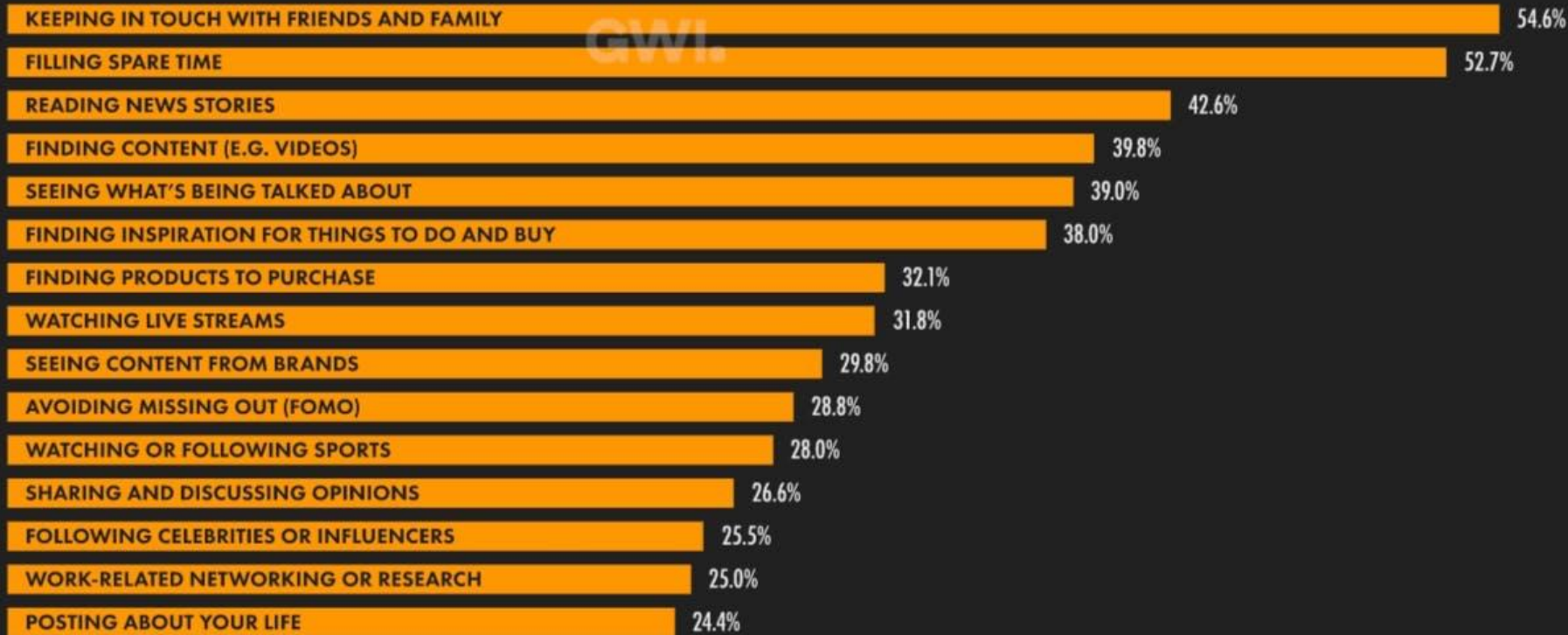


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

JAN
2023

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



PRESENT STUDY: MEDIA USE IN MALAYSIA

Malaysian voters use the media.

Face-to-face Nationwide survey with more than 1,000 respondents/ survey and FGD to give a better idea.

Television, newspaper, radio, and the Internet as conventional media when we started our survey in 1990. We included the use of the New Media in our survey much later so we could report the findings until July 2023.

We asked the same question to obtain the frequency of Malaysians' exposure to the media.

FINDINGS: MEDIA USE IN MALAYSIA

The frequency of exposure by asking respondents the number of days they used the medium listed the previous week.

Television was most popular in the 1990s and early 2000s compared to newspapers and radio.

Internet slowly appeared in the early 2000s, and by 2020s, it became the most popular of the media we measured.

Television continued to be the second most popular medium after the Internet.

FINDINGS: NEW MEDIA USE IN MALAYSIA

WhatsApp is the most popular new media, followed by Facebook.

The new media did not replace the traditional media, but they took some of the functions performed and added other functions.

The rise of TikTok is quite dramatic.

We started asking the use of TikTok only in April 2022. We then found that only 26% used TikTok daily in April 2022, but this percentage jumped to 49% in July 2023.

FINDINGS: CONFIGURATION IN THE USE OF MEDIA

There were reports on the use of TV, Radio and Newspapers and continued with the use of the New Media (Facebook, YouTube, Twitter / X, TikTok).

We assume **that audience members would use one traditional medium and other social media** (Facebook, YouTube).

Adult Malaysians use more than one medium.

Facebook users would use TV, Newspaper, Radio, Internet and Online Media.

TikTok user is significantly related to TV, Online, Facebook, Twitter, WhatsApp, and Instagram, but this is not the case of the TV user who is inclined to prefer to using other traditional media.

AUDIENCE ANALYTICS

Journalism has a new relationship due to the advent of the new media.

An essence of news reporting is time, where the norm is for reporters to send in their stories as quickly as possible.

There is **timeless time** in social media and **timely time** is associated with the news on traditional media.

The news in social media pops up every minute to update information to attract users' attention.

CULTURAL SHIFT

The reading or watching habits of audience members.

Traditionally, people read newspapers in the morning or watch TV at night, time hours that are dictated by time over a long period.

Not with using the new media. It pops up every minute.

Consumption of Online news consumption is habitual, coming at every time.



CULTURAL SHIFT

The news organisation is seen to have lost its role in the delivery of news.

A scholar, John Hall (2001, cited by Siapera, 2018) calls it **disintermediation**. No one needs journalism or media to mediate between the newsmakers and the people.

The Internet has ushered in a new era of direct relations between people and the news and between people and politics.

Organisations engage their journalists, change the content of journalism, the structure of news organisations, and the relationship between journalism and its public (sources, politicians) and they can go directly to the public.



PM: I've not used any govt assets throughout this campaign period

By [AMIRUL AIMAN HAMSUDDIN](#) August 11, 2023 @ 12:57am



Prime Minister Datuk Seri Anwar Ibrahim has emphatically stated that he has not utilised government assets throughout the campaign period of the six state elections. -NSTP/ASYRAF HAMZAH

[LANGSUNG] Grand Finale Kita Selangor I 10 Ogos 2023



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KUALA SELANGOR: Prime Minister Datuk Seri Anwar Ibrahim has emphatically stated that he has not utilised government assets throughout the campaign period of the six state elections.

The prime minister stated that he can withstand any allegation and accusation thrown by opposition parties, including misappropriation of government funds.

"You can curse me all you want, but I have not taken government money.

"They (critics) say I don't take money but use a car. It's a government car.

SPREAD ON THE NEW MEDIA

If the broadcast mindset assumes one-to-many communication, the **spreadability paradigm** assumes that the content will circulate through all available channels, from peripheral awareness to active engagement.

Some of the characteristics of the spreadable media model. They disperse the content across many points of contact, they flow through various social networks.

ADVANTAGE OF THE NEW MEDIA

Even one tries to see the advantages of the new media, one should not dismiss or totally ignore the capacities of the old media, their cultural importance should not be underestimated, hence also ability to co-structure with the new media.

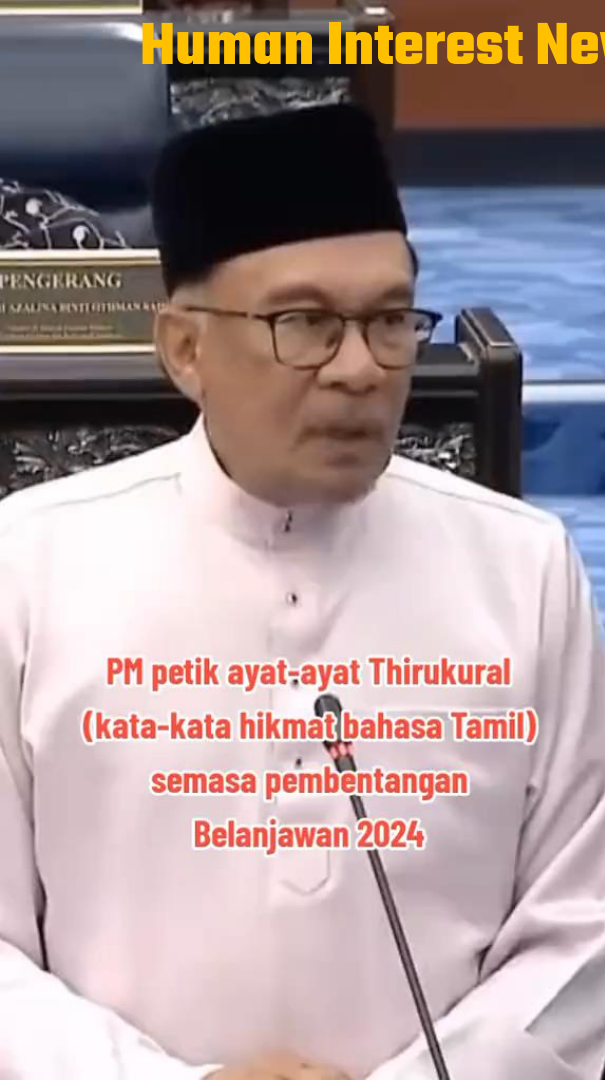
CONCLUDING REMARKS

These “news grazers” merely graze or scrape the surface quickly, glancing at the headlines or checking their social media feeds a few times throughout the day.

Consumers feel distracted and unable to focus on a task for a relatively long time as they feel compelled to check e-mail, search the web, play computer games, etc. (Hayles, 2012:2).

Beyond the headlines are the new news, read at a glance, and updated often to retain users’ interest.

Beyond the headlines are the news in the traditional media, written in-depth, and read deeply, to engage audience members’ interests.



Budget 2024: PM Anwar waxes lyrical with references to Chinese and Indian poetry and teachings



PM Anwar's latest Budget is the biggest federal spending yet at RM393.8 billion to date. — Picture Shafwan Zaidon

2024 Budget: Anwar the linguist shows up in budget speech



By Adib Povera
October 13, 2023 @ 7:50pm



Prime Minister and Finance Minister Datuk Seri Anwar Ibrahim tabling the 2024 Budget in Dewan Rakyat. - Pic courtesy of PMO

PM petik ayat-ayat Thirukural
(kata-kata hikmat bahasa Tamil)
semasa pembentangan
Belanjawan 2024

THANK YOU

Any questions? ▶

sarabidid@iium.edu.my

