

Eastern Kentucky University

Encompass

University Presentation Showcase Event

2014 University Presentation Showcase

Social Media and the News

Jacob A. Blair

Eastern Kentucky University, jacob_blair50@mymail.eku.edu

Follow this and additional works at: <https://encompass.eku.edu/swps>

Recommended Citation

Blair, Jacob A., "Social Media and the News" (2014). *University Presentation Showcase Event*. 27.
<https://encompass.eku.edu/swps/2014/2014/27>

This Poster is brought to you for free and open access by the Scholars Week at Encompass. It has been accepted for inclusion in University Presentation Showcase Event by an authorized administrator of Encompass. For more information, please contact Linda.Sizemore@eku.edu.

Abstract:

The way news is received by the general public has changed. If you want news fast, isn't the best way to receive information based on the use of social media?

Social Media in Hometown News:

- Football, basketball and other sports scores can be tweeted or posted long before it is printed or broadcast.
- City and local government meetings can be live-tweeted.

The Future:

Based on changes I have seen in the past ten years, I believe social media will still be popular, but I think it will be even more mobile than the Facebook and Twitter apps we have now. Stories that are posted to social media will link to websites that will be more “responsive,” meaning as we progress in the digital age, more websites will adjust based on the size of the screen from which you are reading the content while maintaining the same content on all devices.



Photo Credit: Twitter.com

Twitter Breaks News:

When did Twitter beat traditional news sources?

- Arab Spring protests...ground photos, footage and accounts.
- Miracle on the Hudson.
- Brett Favre's signing with the Minnesota Vikings.
- Hurricane Sandy, people needed power to share news and cellular devices (when they had a signal) were the way to communicate.

The Death of Traditional News?

- Has the rise of social media helped decrease traditional media consumption? Not quite.
- According to the Pew Research Center, 21 percent of the sampled survey population of Facebook users still read the newspaper and 42 percent still watched local TV.
- 18 percent of Twitter users still read newsprint and 32 percent get news from local TV.

Social Media Ethics and Codes:

- A big thing about social media is reliability.
- Maintain your presence professionally, be objective and not promoting political stances.
- The Society of Professional Journalists Guidelines for Social Media, “*Use Common Sense.*”
- The SPJ is currently working on revising its Code of Ethics to include more guidance in regards to social media.
- 2012 AP Stylebook, “*Basic ethics still apply...*”
- Reuters prints in its handbook, “We expect our journalists to reach conclusions through reporting, but they must also demonstrate the intellectual discipline to keep their conclusions susceptible to further reporting, which requires a posture of open-mindedness and enlightened skepticism.”
- The ethics code in *The Los Angeles Times* says, “Our job is to tell readers what is true, not what might be.”

Social Media and Public Feedback:

- Social media, be it Facebook, Twitter or even Google+, gives the opportunity for nearly instantaneous responses.
- For example, when news stations or newspapers receive breaking news photos or videos, they are able to get that quicker instead of waiting for it.
- The proper term for this is “crowdsourcing,” where you take and utilize information given to you by viewers or readers, your “crowd.”