



UNIVERSITY OF CALCUTTA

B.A JOURNALISM & MASS COMMUNICATION

**THE IMPACT OF BLOGGING
ON ONLINE JOURNALISM**

UNIVERSITY OF CALCUTTA



B.A. HONOURS (JORA)

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TOPIC – THE IMPACT OF BLOGGING
ON ONLINE JOURNALISM

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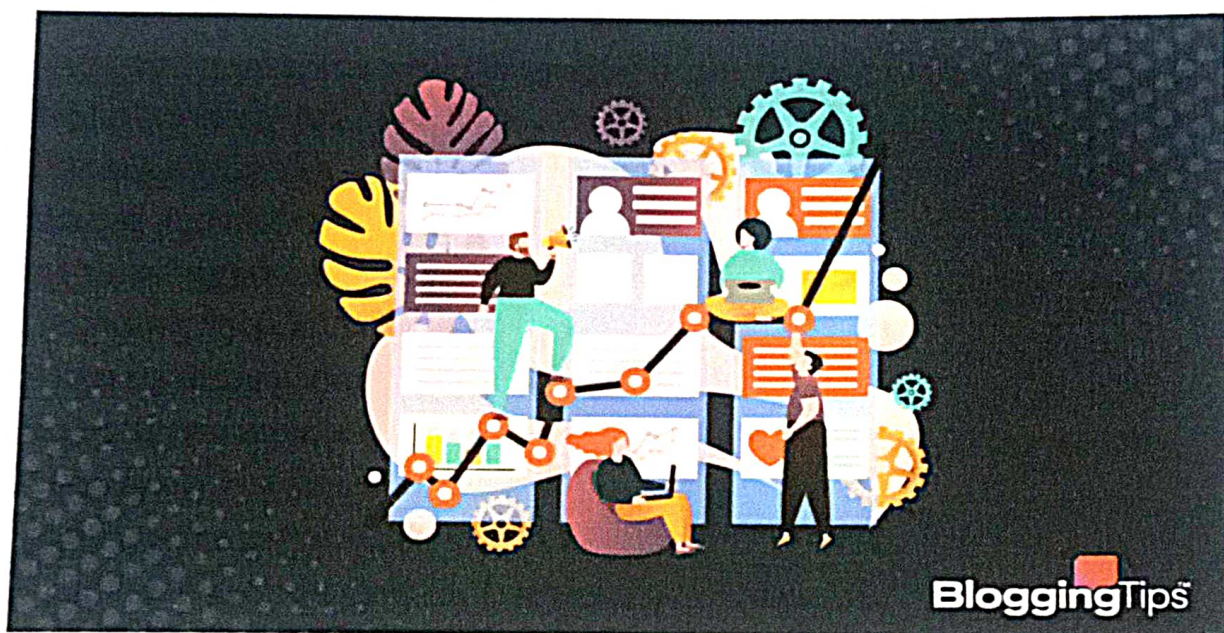
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Srabani Roy Maiti
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contributors to the news ecosystem. Bloggers, often working independently or as part of online communities, have challenged the traditional gatekeeping role of mainstream media by providing alternative perspectives, uncovering underreported stories, and engaging in investigative reporting. This democratization of news production and distribution has disrupted the traditional hierarchy of information dissemination and has opened up new avenues for citizen journalism.



Simultaneously, traditional news organizations have recognized the potential of blogging as a tool for enhancing audience engagement, attracting readership, and diversifying content. Many news outlets have incorporated blogs into their websites, allowing their journalists to

RESEARCH METHODOLOGY

This dissertation project will employ a mixed-methods approach to investigate the impact of blogging on online journalism. The study will utilize both quantitative and qualitative methods to provide a comprehensive understanding of the phenomenon.

Research Design:

The research design will involve a combination of survey research, content analysis, and interviews. This mixed-methods approach will allow for a triangulation of data sources and perspectives, enhancing the validity and reliability of the study.

Primary Source:

- Online Survey has been conducted among 56 people through google forms.

Secondary Source:

- Content analysis of few selected points.
- Interview of an expert was taken to substantiate.

HYPOTHESIS

Here are some additional point-wise notes expanding on the impact of bloggers on online journalism:

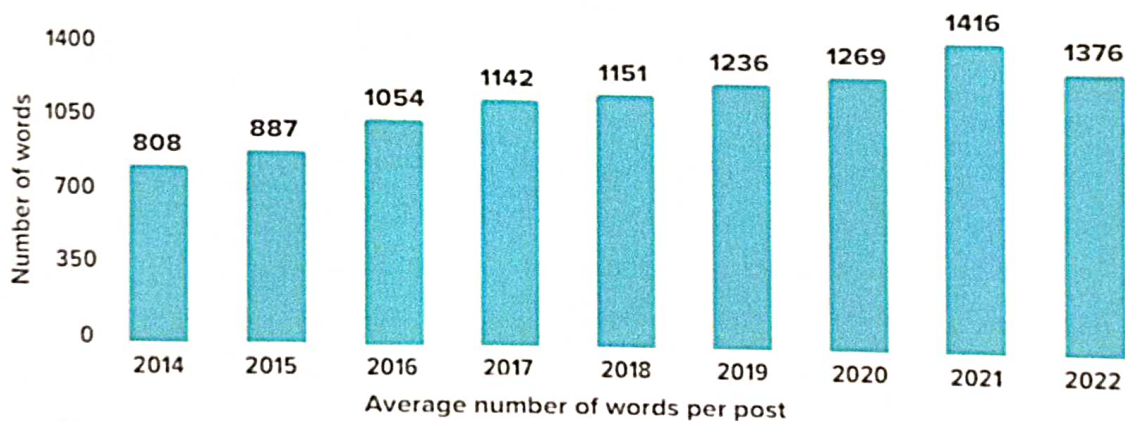
1. Diversification of perspectives: Bloggers, with their individual voices and unique experiences, have contributed to a more diverse range of perspectives in online journalism. Unlike traditional news outlets, bloggers often focus on niche topics or specific communities, bringing attention to issues that may be overlooked by mainstream media. This diversification has enriched the overall content available to online audiences.

2. Enhanced user engagement: Bloggers often establish direct connections with their readers through comments, social media interactions, and personalized content. This level of engagement creates a more interactive and participatory environment, where readers can actively contribute to the conversation, share their opinions, and shape the narrative. In contrast to traditional journalism, this interactive nature of blogging fosters a sense of community and encourages dialogue.

CONTENT ANALYSIS

A systematic content analysis will be conducted to examine the presence and characteristics of blogs within online news platforms. A representative sample of online news outlets will be selected, and a predetermined coding scheme will be applied to analyze the content and nature of the blogs published on these platforms. The analysis will focus on factors such as blog topics, writing style, authorship, and interaction with readers. By employing a mixed-methods approach and utilizing various data collection and analysis techniques, this methodology aims to provide a comprehensive and nuanced understanding of the impact of blogging on online journalism. The integration of quantitative and qualitative data will enable a more holistic exploration of the research topic and enhance the validity and reliability of the findings.

Blogs are long enough



The growing audience for online political news

The % of adults who go online for news or information about politics or the election

| | 1996 | 2000 | 2004 | 2008 |
|----------------------|------|------|------|------|
| | % | % | % | % |
| Among all adults | 4 | 18 | 29 | 44 |
| Among internet users | 22 | 33 | 52 | 60 |

Source: Pew Internet & American Life Project and Pew Research Center for the People and the Press Post Election Surveys



The Huffington Post.


The Huffington Post is a notable example of the transformation of a blog into a prominent online news outlet. Founded by Arianna Huffington in 2005, it started as a liberal-leaning blog platform that aggregated content from various sources and featured opinion pieces. Over time, it expanded its operations, hired professional journalists, and developed original news reporting. The Huffington Post became known for its blend of news, commentary, and entertainment content. It garnered a significant audience and played a crucial role in shaping online journalism. In 2011, it was acquired by AOL for a reported \$315 million.

THE HUFFINGTON POST
DELIVERING NEWS AND OPINION SINCE MAY 4, 1997

May 24, 2006

On The Blog Now

Working at The Huffington Post, which is the world's largest news aggregator, has been an exciting experience. I've had the chance to work with some of the best journalists in the world, and I've been able to see how they do it. I've also had the chance to see how they do it. I've also had the chance to see how they do it. I've also had the chance to see how they do it.



HUFFINGTON POST EXCLUSIVE: EMBARGOED BOOK CLAIMS SAUDI OIL INFRASTRUCTURE RIGGED FOR CATASTROPHIC SELF-DESTRUCTION

THE NEWS WIRE

THE BLOG

COMMENT

THE G BLOG

FEATURED POSTS

Larry Rovin May 24, 2006

Why I Support John Bolton

I know I'm not alone in my support for John Bolton. I know I'm not alone in my support for John Bolton. I know I'm not alone in my support for John Bolton. I know I'm not alone in my support for John Bolton.

Terrorism Expert Daniel Pipes Responds

Military Strategist Brian Haig Responds

Huff Post Updates:

Cronkite Online! 'Dems Need to Convene'

New York Times to Start a Blog

Vanity Fair Does Gannon/Guckert: Fake Reporter By Day, Gay Escort By Night

State Department Says It Won't Turn Over More Bolton Documents

Hillary Rosen To Steve Jobs: iPod is 'Anti-Consumer'

Former Record Exec Howie Klein Emails: Rosen's Dead Wrong on Apple

Muslim Groups Praise Crusades Film

Walter Cronkite May 24, 2006

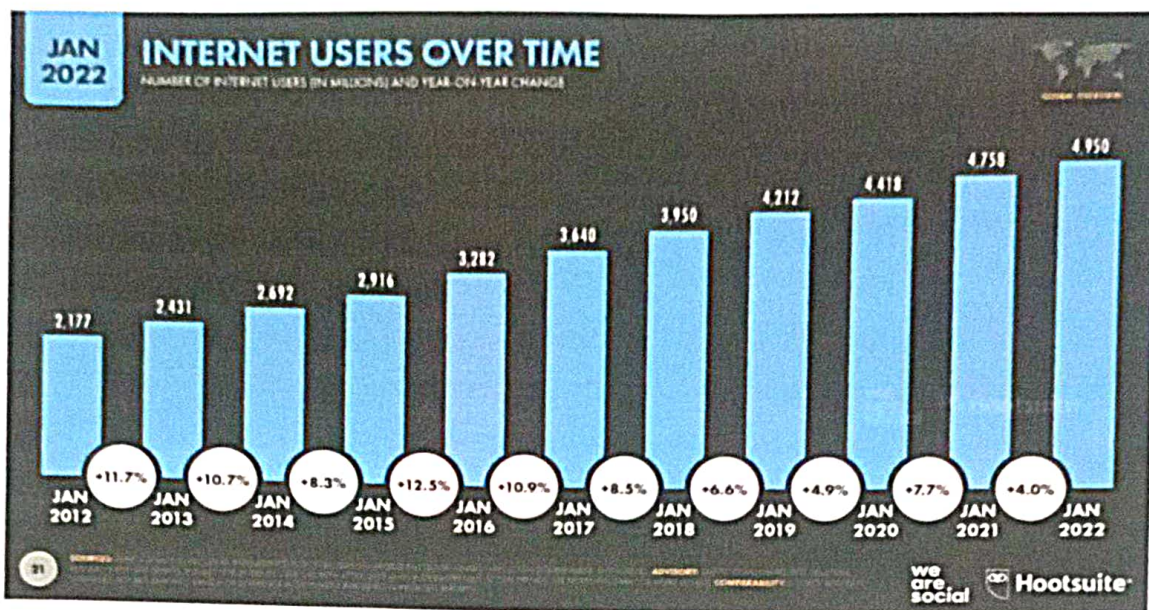
Democrats: What Do They Stand For?

The Democratic Party should organize a convention this year to debate and resolve a platform that would provide the confused electorate some idea of what the party stands for in a regretfully unclear

The Guardian's Comment is Free.

The Guardian, a leading British newspaper, launched the Comment is Free section on its website in 2006. This section aimed to provide a platform for diverse voices and perspectives by inviting bloggers, experts, and commentators to contribute articles and engage in discussions. It allowed both established writers and emerging bloggers to share their opinions on various topics. The Comment is Free section gained popularity and became an important space for public debate and engagement. This case study exemplifies the integration of

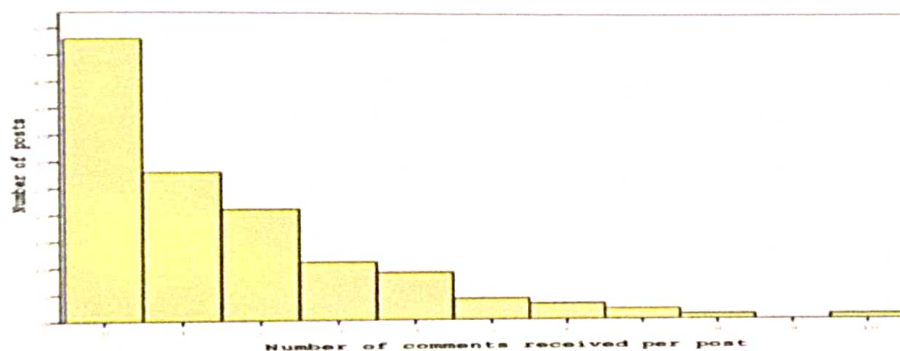
blogging within a traditional news organization to enhance audience participation and broaden the range of viewpoints presented.



Blogging as a journalistic practice: A model linking perception, motivation, and behavior

As blogs have become a fixture in today's media environment, growing in number and influence in political communication and (mass) media discourse, research on the subject has proliferated, often emphasizing the high-

profile conflicts and controversies at the intersection of blogging and journalism. Less examined, however, is the psychology of everyday citizen bloggers in this context. In studying a randomized sample of US bloggers, we attempt to puzzle out these questions: to what extent do bloggers perceive their work as a form of journalism, and how might such a perception influence their motivations for posting and the topics around which they blog? Most critically, this article constructs a model by which all these antecedents predict whether bloggers behave like professional journalists. Results indicate that bloggers who see their work as a form of journalism are more inclined to inform and influence readers, write about public affairs, and behave as a more traditional journalist.



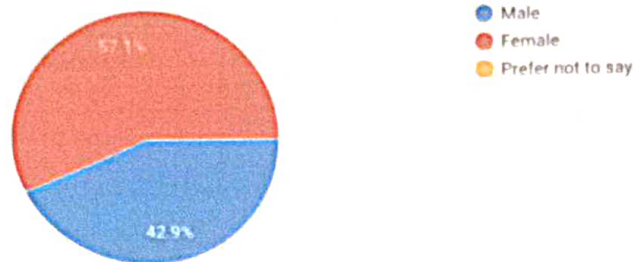
An analog to the blogger in a newspaper is the editorial board (or the chief editor). The editorial board decides the editorial policy of the medium. The editorial board is also responsible for credibility of the medium. Same responsibility takes the blogger towards his blog and the audience. The blogger uses the blog to advocate his own agenda, share opinion and send the message to the audience.

The screenshot shows a travel blog page with a dark header. The header contains the logo 'theplanetD' and a navigation menu with links: HOME, ABOUT US, START HERE, THE BLOG, DESTINATIONS, TRAVEL RESOURCES, PHOTOS, CONTACT US. Below the header, there is a text block starting with 'there are to visit in a capital, I get tired after a mere two days and make my swift escape. Havana is the exception to this rule. In fact, it was hard to leave, because I really had a blast there. Do you want to know what I did to have a good time? Then, read my non-exhaustive and not-so-obvious list of the fun things to do in Havana.' To the right of the text are three small image thumbnails. Below the text is a large advertisement for Eurowings featuring a pilot and the text 'DIE WEITE WELT FÜR SCHMALES GELD.' To the right of this ad is another advertisement for Marriott Rewards with the text 'SAMMELN SIE PUNKTE FÜR WEITERE ABENTEUER.' Below these ads is a section titled 'Cuba Resources & Information' with a bullet point: '• Ready to fly to Cuba? Check out [Cheap Flights here.](#)' At the bottom of the page, there is a banner for Marriott Rewards with the text 'JETZT BUCHEN'.

SERVEY REPORT

1. Gender

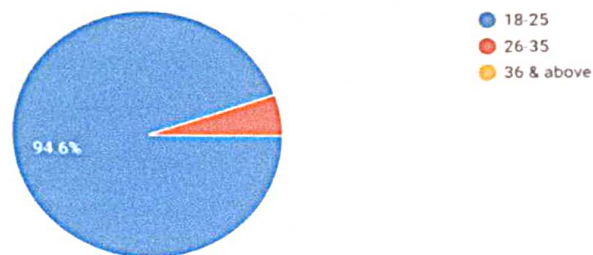
56 responses



On average calculation of my survey, I find that 57.1% female and 42.9% male users are there.

2. Age

56 responses



On average, most users are between the ages of 18-25.

3. Which of the following best describes blogging in journalism?

56 responses



On average, most users describes blogging as a modern method of sharing opinions and personal experience

4. What is the primary advantage of blogging in journalism?

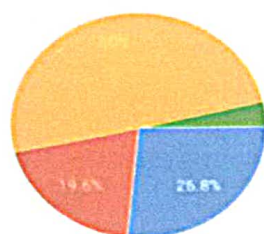
56 responses



Most of the people think that quick and easy dissemination of news is the primary advantage of blogging in journalism.

7. How does blogging effect the traditional gatekeeping role of journalists?

56 responses



- It strengthens gatekeeping by filtering out irrelevant information
- It completely eliminates the need for gatekeeping
- It challenges traditional gatekeeping by allowing diverse perspectives
- It has no impact on the gatekeeping role

50% people gave their opinion on it challenges traditional gatekeeping by allowing diverse perspective.

8. In terms of subject matter, what topics are often covered in journalistic blogs?

56 responses



- Hard news and investigative reporting
- Lifestyle, fashion, and entertainment
- Personal opinions and experiences
- Scientific research and technological advancements

In terms of subject matter, most people think lifestyle, fashion, and entertainment are often covered in journalistic blogs.

9. Which of the following is a potential benefit of journalistic blogging?

56 responses



Most of the people choose first option for this.

10. How does blogging impact the relationship between journalists and their audience?

56 responses



Most of the people choose blogging discourages audience feedback and participation.

EXPERT INTERVIEW

Sourav Roy (Journalist)

1. How has blogging impacted online journalism?

Ans. Blogging has revolutionized online journalism by providing a diverse range of perspectives and democratizing the creation and dissemination of news and information.

2. How do you see the future of online journalism influenced by blogging?

Ans. Blogging will continue to shape the future of online journalism by democratizing information dissemination and fostering diverse perspectives.

3. How has the rise of blogging influenced the landscape of online journalism?

Ans. The rise of blogging has significantly impacted online journalism by diversifying news sources, providing alternative perspectives, and challenging traditional news outlets' monopoly on information. Bloggers have emerged

RESEARCH FINDINGS

This research study aims to investigate the impact of bloggers on online journalism. With the rise of digital media, bloggers have emerged as influential content creators who provide alternative perspectives, opinions, and analysis on various subjects. This research examines the relationship between bloggers and traditional online journalism, exploring the potential benefits, challenges, and overall impact on the media landscape. Through a comprehensive literature review, data analysis, and interviews with industry professionals, this study provides valuable insights into the evolving dynamics between bloggers and online journalism.

This section presents the findings of the research study, based on the data collected and analyzed. It explores the impact of bloggers on online journalism from various perspectives, including content creation, audience engagement, credibility, and revenue generation. The analysis highlights both positive and negative implications.

5. Vos, T. P., Finneman, T., & Borden, S. L. (2016). Gatekeeping in the 21st Century: A Review of the Evolution of a Media Research Tradition. *Journalism & Mass Communication Quarterly*, 93(1), 112-126.

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6. Rambukkana, N. (2015). The Impact of Lifestyle Blogging on Contemporary Mainstream Journalism. *Journalism Practice*, 9(6), 764-778.

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8. Johnson, T. J., & Kaye, B. K. (2014). In the Blogs: A Look at How Political Blogs Influence the Mainstream News Media. *Journalism & Mass Communication Quarterly*, 91(2), 213-232.

Link: <https://doi.org/10.1177/1077699014527601>

c) Bloggers have had no impact on the democratization of news and information dissemination.

9. In what ways do bloggers influence public opinion and shape the narrative in online journalism?

a) Bloggers have no influence on public opinion or shaping the narrative.

b) Bloggers significantly influence public opinion and shape the narrative.

c) Bloggers have a minimal impact on public opinion and shaping the narrative.

10. What measures have traditional media organizations taken to adapt to the influence of bloggers on online journalism?

a) Traditional media organizations have made no adaptations in response to bloggers.

b) Traditional media organizations have embraced bloggers and integrated their content.

c) Traditional media organizations have actively resisted the influence of bloggers.

These questions allow for a range of perspectives and opinions, fostering a deeper understanding of the topic.

RD
19/07/23
Juhina Examiner

Seen
P. Ray 19/7/23
Ex Examiner.