CHAPTER II

REVIEW OF LITERATURE

Communicating with the masses is a complex phenomenon. As the number of people involved in the communication process is extremely high, communication needs to be carried out in highly specialized, professional and technical levels. One of the most important aspects of effective communication in mass communication is the issue of the effectiveness of mass messages. Amongst the variety of mass media forms, new media is the latest and one of the most popular forms of mass media nowadays, which disseminates information regularly on a one-to-many basis.

In the previous chapter, it is seen how the phenomenon of Citizen Journalism emerged and is strongly impacting people’s lives, their communication behaviour and production & consumption of mass media in this era. Through a series of reviews on the phenomenon of Citizen Journalism, this study will explore insights into different aspects of the concept and its applicability on a wider scale. This chapter highlights aspects of Citizen Journalism and Emergence of ‘Fifth Estate’ that helps in exploring the theme of the present research.

The review of literature has been conducted in a thematic manner following chronology within the themes and sub-themes. The emerging themes are:

2.1 Internet - The World Wide Web and Mass Media

2.2 Participatory Journalism

2.3 Phenomenon of Citizen Journalism and Exploration of Fifth Estate
  - Phenomenon of Citizen Journalism
  - Exploration of Fifth Estate

2.4 Citizen Journalism in Practice
  - Citizen Journalism on websites
  - Citizen Journalism in countries
2.1 Internet - The World Wide Web and Mass Media

If anything is dynamic in today’s world, it is the concept and process of communication. The Internet plays with the source-message-receiver features of the traditional mass communication model, sometimes putting them into traditional patterns, sometimes putting them into entirely new configurations (Morris & Ogan, 1996). The Internet is a global network of inter-connected computers, enabling its users to share all the information along multiple channels. The advent of Internet Communication Technology is in itself, a positive move towards the overall global advancement. As a result of the Internet, there is almost nothing that cannot be accomplished from the comfort of one’s own home; surfing news, grocery shopping, buying merchandise, paying bill, researching and even striking up relationships with people half way across the world. Communication which once consisted of putting pen to paper has now been reduced to a few strokes and a click of a mouse; indeed, people are now able to correspond via e-mails, Social Networking Sites, blogs, faster and easier than traditional mail services can ever hope to offer.

For much of the last one hundred and fifty years, the most striking features of the development of the communication technologies have been the capacity to convey information to an ever-expanding range of audiences with a speed, that now makes communication instantaneous (Pujari, 2012). In his book “Introduction to Mass Communication: Media Literacy and Culture The Internet”, author S.J. Baron refers to Internet as the networks of networks that are growing at an incredibly fast rate in the 21st century. It is a global network connecting millions of computers in the world. More than 190 countries are linked into exchanges of data, news and opinions. These networks consists of LANS (local area network) connecting two or more computers, usually within the same building. And WAN (wide area network) connecting several LANS in different locations (Baran, 2011).

According to the Internet World Stats Report for June 2014, there were approximately 3,035,749,340 Internet users worldwide. The figure has increased by whooping 740% since 2000, as according to the reports, there were approximately 360,985,492 Internet users on the globe in the year 2000. Internet, that is a network of networks, consists of millions of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and
optical networking technologies. Today, the number of Internet users represents nearly 40% of the world’s population, with Asia consisting of 45.7% Internet population, Europe 19.2%, Latin America/Caribbean 10.5%, North America 10.2, Africa 9.8%, Middle East 3.7% and Oceania/Australia 0.9%

The Internet as an information networking channel is an indisputably the most effective mode, since tele-conferencing and satellite broadcasting (Loo & Beng, 1998 p.130). But at one point of time, mass communications researchers overlooked the potential of the Internet for several reasons. The Internet was developed in bits and pieces by hobbyists, students, and academics (Rheingold, 1994).

Internet is not just a channel for mass communication like any other technological tool used by contemporary man to transmit public messages rapidly to a large, mixed and anonymous audience, but is also a unique mass medium that even stands out as the medium of other mass medium. The Internet is not only a mass medium but is also a global medium with a potential to reach everyone on the globe. It is also a unique channel for mass communication which has challenged if not altered some of the fundamental and traditional concepts of a mass medium (Ohiagu, 2011).

When the Internet is conceptualized as a mass medium, what becomes clear is that neither mass nor medium can be precisely defined for all situations, but instead must be continually rearticulated depending on the situation. The Internet is a multifaceted mass medium, that is, it contains many different configurations of communication. Its varied forms show the connection between interpersonal and mass communication that has been an object of study since the two-step flow associated the two (Lazarsfeld, Berelson, & Gaudet, 1944). The emancipatory potential of the new information and communication technologies are further strengthened by its emergence as a decentralized, interactive, comparatively more democratic network that created virtual communities and multiple realities (Pujari, 2012).

The present generation of young people, unlike its predecessors, live in an increasingly globalizing world that is being transformed by a wide range of technological innovations. In engaging with the media, young people explore and learn about themselves and the world around them. In doing so they bring their own unique knowledge and perspectives. (Asthana, 2006). According to an article
published in *Dawn* magazine called, *“The Changing Face of Mass Media”*, Internet has been commercially available for two decades, but the speed with which it has superseded old media is astonishing. Ever since its arrival, the Internet has grown exponentially, becoming a platform for music, film and television industries to market, promote and share their productions (*Dawn, 2012*).

According to authors **Lucy Kung, Robert G Picard and Ruth Towse**, in their book *“The Internet and the Mass Media”*, Internet “has established itself with remarkable, perhaps unprecedented, speed as an integral part of everyday life for many people all over the world, at work and in the home. Internet has impacted the production and consumption of mass media. It has brought a huge technological shift, which is exciting and destructive and has confused the status quo. “Young people adopt them faster than old people, richer people and countries have access to them before poorer people and countries” ([Kung, Picard & Towse, 2008](#)).

While doing a research on how Singaporeans perceive computer mediated communication tools such as e-mail, ICQ, IRC, and online communities such as Geocities, for an article titled *“Internet Impact on Communication Models in Asia”*, author **Valerie P Goby**, found that online communication was far more than mere passing time, compared to choosing & making friends online, conversing, sustaining their friendship, building trusts, communicating with family members, and resolving a misunderstanding in the online world ([Goby, 2002](#)).

Author **J. R. Dominick** in his book titled *“The Dynamics of Mass Communications: Media in the Digital Age”*, asserts that we live in a golden age of communication. Modern communication technology keeps everybody connected 24/7 and makes information available anytime and anywhere. He says if you “need to get in touch with someone? Use a cell phone or a PDA, or send an e-mail or instant message or even a fax. Need to find out what’s going on in the world? Read a newspaper or a magazine, or tune in a TV or a radio newscast, or check out a news site on the Web on your computer or cell phone. Most of us simply take modern communication technology as a given. We are so used to sending messages when we want and when receiving information went we want that we never give it a second thought” ([Dominick, 2007](#)).
“As the engine behind the information society, the Internet plays an important role in shaping the world society. As such the Internet has aggravated the between those who have access to information and those who do not. At the same time, the Internet has the potential to bridge the information gap. It contributes to the process of globalisation and it is shaped by it” (Kraidy, 2003). “The computer as a new communication technology opens a space for scholars to rethink assumptions and categories, and perhaps even to find new insights into traditional communication technologies” (Morris & Ogan, 1996).

The Internet opens new options for communication and are changing the extent to which people use older communication media. Changes in the way people communicate are important, because communication is the mechanism people use to develop and maintain social relationships, so valuable for their physical and mental health. (Shklovski & Kraut, 2004). The World Wide Web has turned the Internet into a major mass medium that provides news, entertainment, and community interaction. The Web offers a mix of content providers, including traditional media companies, new media companies offering publications available only on the Web, aggregator sites that offer help in navigating the Web, and individuals who have something they want to say (Hanson, 2015).

The connectivity between people, made possible by the spread of Internet, has impacted strongly on people’s lives and communication behaviour (Klopfenstein, 2000; Bennett, 2001). Computer medicated communication is at once technology, medium and engine of social relations (Jones, 1995). It is distinguished by high level of interactivity and active participation which differs from lower level found in traditional face to face interaction (Cutler, 1996). The world focus on building online social networks or communities of people who share interests and activities and provide ways for users to interact with each other online. People use Internet to interact with ones they already know and meet new people. They spend more time on the Internet, spending a higher percentage of one's Internet time on social networking sites, participating in online discussion groups. (Uhlig, Bann, Williams & Evans, 2013).

Being online “is a way of maintaining social connections and communication between friends, family, acquaintances situated all over the world. A great number of
social events these days are initiated online or created and shared online. From private events for birthdays, 21sts, functions to online public events for music festivals, clubbing, protests — all these different types of events are shared on Internet via social networking websites such as Facebook” (O’Brien, 2010).

Historically, it used to be enough to have an online presence on the Internet for the one-way broadcasting and dissemination of information. Today, social networks such as Facebook and Twitter are driving new forms of social interaction, dialogue, exchange and collaboration. Social networking sites (referred to more broadly as social media) enable users to swap ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests. From general chit-chat to propagating breaking news, from scheduling a date to following election results or coordinating disaster response, from gentle humour to serious research, social networks are now used for a host of different reasons by various user communities (ITU News, 2010).

Nicole Cohen, in her article titled “Gendering Facebook: Privacy and Commodification”, states that through her research on online participants, the vast majority of participants active on Facebook use the networking sites to “stay in touch with friends”. Participants even stated that they felt peer pressure to sign up for Facebook accounts and that those people in school without Facebook, were to an extent socially isolated “…some people who don’t have Facebook don’t exist socially…if you’re not on Facebook you don’t exist.” (Cohen, 2008, p210).

Internet is a new mass medium and a forceful one too, which has become an integral part of other mass media as well as the media supporting industries- public relations and advertising (Ohiagu, 2011). In his book titled “Introduction to Mass Communication: Media Literacy and Culture”, author Stanley Baran discusses concentration of ownership, conglomeration, globalization, audience fragmentation, hyper commercialization and convergence and asserts that the Internet is different from traditional media, rather than change the relationship between audiences and industries, the Net changes the definition of the different components of the process and as result changes their relationship. The Internet induced the redefinition of the elements of mass communication process refocusing attention on issues such as freedom of expression, privacy, responsibility and democracy (Baran, 2011).
“From modest beginnings as a showcase for the technology and its commercial possibilities for image advertising, the Internet has had a role in expanding the media environment. The Internet fundamentally depends on telecommunications capacity. It is widely predicted to produce “digital” convergence, in which computing, telecommunications, and broadcasting all merge into a single stream of discrete bits carried on the same ubiquitous network. In this transformation of mediated communication into a more vernacular, more interactive, more nearly “natural” channel, the Internet stands out for expanding participation in whatever it touches” (Pujari, 2012).

The use of the Internet is also growing for news. Among all age groups, not just in the West but in all parts of the world, there is significant difference to be seen. The Internet is proving to be a far better source of news than major news networks on television. Online, users can access websites of their local news networks, as well as view news of countries overseas and see things from their perspective, allowing a much broader view of events (Dawn, 2012).

In an article titled “The Internet as Mass Medium”, authors Merrill Morris and Christine Ogan put forth the idea that producers and audiences on the Internet can be grouped generally into four categories: (a) one-to-one asynchronous communication, such as E-mail; (b) many-to-many asynchronous communication, such as Usenet, electronic bulletin boards, and List servers that require the receiver to sign up for a service or log on to a program to access messages around a particular topic or topics; (c) synchronous communication that can be one-to-one, one-to-few, or one-to-many and can be organized around a topic, the construction of an object, or role playing, (d) asynchronous communication generally characterized by the receiver's need to seek out the site in order to access information, which may involve many-to-one, one-to-one, or one-to-many source-receiver relationships (Morris & Ogan, 1996).

Traditional media and digital media, unlike enemies, offer a powerful voice not only for the media professionals-hoping to widen their reach, but also a space for the reaction of the people (Vashishtha, 2011). The Internet is affecting journalism in general and the professional ideology of journalism in particular. It has made inroads in the newsrooms and desktops of journalists working for all media types in terms of
Computer Assisted Reporting (CAR) and thus has created a new type of journalism: Online Journalism (Ramanujam, 2006, p135).

The Internet has encouraged a kind of global consciousness, as messages from around the world pervade our digital world. Indeed the Internet medium helped to create an audience who can engage with information and can respond carefully. Not only does the Internet gives audiences access to platforms which allow debate with people from all over the world, but it has also become a medium that allows for audiences and professional journalists to interact in a way they have never been able to before (Fowler, 2012).

2.2 Participatory Journalism:

Humans have always told each other stories, and each new era of progress has led to an expansion of storytelling. Participatory Journalism is also a story of a modern revolution, however, because technology has given us a communications toolkit that allows anyone to become a journalist at little cost and, in theory, with global reach. Nothing like this has ever been remotely possible before (Gillmor, 2004).

In the 21st century, we navigate through mass media environment unprecedented in human history, which is defined as “consumer-generated, customer-controlled, and user-directed (Ramanujam, 2006, p237). “Participatory journalism is all journalistic content created collaboratively by journalists, independent media, and citizens, as well as content created ‘independently’ by citizen or independent media that is then acquired or used by mainstream media” (Neheli, 2011). Participatory journalism is exactly what happened during the G20 Toronto Summit in 2010. CBC news had an army of citizen bloggers sharing their version of events on the CBC website—and they weren’t just sharing photos. Some of them ended up doing live hits for television alongside professionals.

The buzzword in the 1990s was interactivity. Now it is participatory journalism. But the bottom line is the same: many professional and scholarly discourses tend to reproduce ideal models of what online journalism could be, taking them for granted as the path that news production on the Internet must walk. (Domingo 2008, p680). Recent years have seen a dramatic change in the relationship
between online media and the ‘audience’, and user–generated content is a common feature of news websites. Control over the contents of the media space, once held by traditional news outlets, today is shared by bloggers and other social media participants (Singer, Domingo, Heinonen, Hermida, Paulussen, Quandt, Reich & Vujnovic, 2011).

The Internet medium has transcended time and space in a way we could have never imagined at the introduction of the print mass media. In the same way that the newspaper press created national community with its ability to reach the masses, the Internet has transformed the world into the ‘global village’ which McLuhan (McLuhan, 1964) himself predicted we would become. This has important implications beyond that of spreading messages over larger distances…it has enabled global awareness (Fowler, 2012). In the sociology of news literature, the term Participatory Journalism has become commonly accepted to refer to the wide variety of initiatives undertaken by mainstream media to enhance the integration of all kinds of user contributions in the making of news (Paulussen, Heinonen, Domingo & Quandt, 2007).

Participatory communication has been conceptualized as a human need and right. (Ramanujam, 2006, p243). In an article titled, “10 Ways Social Media Will Change in 2011” writer Ravit Lichtenberg predicted that until now, human psychology has been regarded slow to change. In the coming year we will begin to see evidence that we are, in fact, witnessing a growing psychological plasticity (Lichtenberg, 2010). Journalism has transformed from a 20th century mass-media structure to something profoundly more grassroots and democratic. It’s an evolutionary change (Gillmor, 2004).

Recent years have seen a dramatic change in the relationship between online media and the ‘audience’, and user–generated content is a common feature of news websites. Control over the contents of the media space, once held by traditional news outlets, today is shared by bloggers and other social media participants. Such an environment requires a significant conceptual and practical shift for journalists, who face a rapid and radical decline in their power to oversee the flow of information. The ability to productively incorporate user contributions within traditional media spaces
is becoming a vital skill (Singer, Hermida, Domingo, Heinonen, Paulussen, Quandt, Reich & Vujnovic, 2011).

Conversations between citizens and journalists have become increasingly important, in a world saturated with digital clutter. If anything, the ability for anyone and everyone to publish opinion as fact seem to make professional journalists more relevant. Professional journalists can critique Internet sources and help audiences to verify what information is reliable and what is not. In this way it is helping arm the public with the tools it needs to perform this more active form of citizenship (Kovach & Rosenstiel, 2001).

In the paper titled “The Internet and the rise of “do-it-yourself” journalism: From September 11, Iraq War, to Hurricane Katrina”, author Dr. R. Y. Du talks about how do-it-yourself journalism is made possible by the no-gatekeeping, interactive nature of the Internet. New technology has made the journalism world different, with this do-it-yourself innovation. In her paper, she explores the background for the rise of do-it-yourself journalism and examines its early evolution process (Du, 2005).

In a paper titled “Realm in the Information Age”, author Koray Velibeyoglu (Velibeyoglu, 1999), talks about Habermas, who developed the normative notion of the public sphere as a part of social life where citizens can exchange views on matters of importance to the common good, so that public opinion can be formed. This public sphere comes into being when people gather to discuss issues of political concern. His work relies on a description of a historical moment during the 17th and 18th centuries when coffee houses, societies and salons became the center of debate, and extends this to an ideal participation in the public sphere for today. He talks about media and democracy, emphasising the critical role of the media in the public sphere and revitalising it (Habermas, 1989).

Author Manuel Castells, wrote an article titled, “Grassrooting the Space of Flows”, where he talks about the “space of flows,” concept, represents the material arrangements that allow for simultaneity of social practices without territorial contiguity. In his article, he refers to a series of dimensions of autonomous expression of social meaning in the space of flows. He argues that a new dynamics is operating, a dynamics of interpenetration of uniformity and autonomy, of domination and
resistance, and of instrumentality and experience, within the space of flows. (Castells 1999).

Author D. Gillmor in his book “We the media: Grassroots Journalism By The People, For The People”, says that, “We can’t afford to treat the news solely as a commodity, largely controlled by big institutions. We can’t afford, as a society, to limit our choices. We can’t even afford it financially, because Wall Street’s demands on Big Media are dumbing down the product itself. There are three major constituencies in a world where anyone can make the news. Once largely distinct, they’re now blurring into each other. The author states that understanding why users participate can lead us to understand further how to engage users and increase their participation in online communities” (Gillmor, 2004).

Amy Jo Kim (2000) was the first to propose the idea of a member’s life cycle in an online community. The cycle suggests five phases of a user’s lifecycle within a community:

- Peripheral (i.e. Lurker) – An outside, unstructured participation
- Inbound (i.e. Novice) – Newcomer is invested in the community and heading towards full participation
- Insider (i.e. Regular) – Full committed community participant
- Boundary (i.e. Leader) – A leader, sustains membership participation and brokers interactions
- Outbound (i.e. Elder) – Process of leaving the community due to new relationships, new positions, new outlooks.

According to the author, there are three major reasons for why users contribute in online communities: anticipated reciprocity, increased recognition and sense of efficacy (Noff, 2008).

Internet has become more and more people’s news source. News audiences have been increasingly fracturing, as trust in the mainstream media has declined and the Internet is playing an ever-more-important role. Along with this trend, a new phenomenon called “do-it-yourself” journalism has surfaced. One of the many
reasons the Internet has become more and more popular a news medium is that it fulfils people’s need not being met by the traditional media. The Internet provides a wide variety of sources, up-to-the-last-minute news, and points of view that are different from those in traditional news sources and official government sources (Du, 2005).

According to Pew Research Centre, Americans’ relationship with news is changing in dramatic and irreversible ways due to changes in the “ecology” of how news is available. Traditional news organizations are still very important to their consumers, but technology has scrambled every aspect of the relationship between news producers and the people who consume news. That change starts with the fact that those consumers now have the tools to be active participants in news creation, dissemination, and even the “editing” process. In the recent unusual years in American history, from September 11 to the Iraq War to Hurricane Katrina, these sensitive, or sensational, news events have fostered the role of the Internet as not only an alternative, but also a unique source for news information (Du, 2005).

For years, people have been accustomed to getting their news from professional journalists on network and local television, on radio and in newspapers. But these days, more and more people are taking news gathering into their own hands (Smith, 2005). According to Kristen Purcell, Lee Rainie, Amy Mitchell, Tom Rosenstiel and Kenny Olmstead, in an article titled, “News gets personal, social, and participatory”, Americans’ relationship to the news is being transformed in several directions thanks to the new tools and affordances of technology. Encounters with news are becoming more personal as users customize their experience and take charge of the flow of news into their lives. News is becoming a shared social experience as people exchange links and recommendations as a form of cultural currency in their social networks. And news is becoming a participatory activity, as people contribute their own stories and experiences and post their reactions to events (Purcell, Rainie, Mitchell, Rosenstiel & Olmstead, 2010).

The medium of Participatory Journalism has brought an emphasis on interactivity and audience participation like no other which has preceded it. The rise of citizen journalism has changed the roles of gatekeeper and consumer and this has had significant impacts on the messages audiences receive (Fowler, 2012). BBC
reporter Richard Sambrook commented that “When major events occur, the public can offer us as much new information as we are able to broadcast to them. The reporting of this story was a genuine collaboration, enabled by consumer technology and supported by trust between broadcaster and audience. From now on, news coverage is a partnership” (Sambrook 2009).

Author M. Deuze, wrote an article titled “The Professional Identity of Journalists in the Context of Convergence”, where he talks about convergence. He says that “convergence is not just a buzzword but it is a key identifier of many different trends in today’s digital culture”. The author explores the context and consequences of media convergence for a professional identity of journalists. Convergence in this context is not just a technological process, amplified through digitization. Media convergence must also be seen as having a cultural logic of its own, blurring the lines between different channels, forms and formats, between different parts of the media enterprise, between the acts of production and consumption, between making media and using media, and between active or passive spectatorship of mediated culture (Deuze, 2008).

Participatory journalism and the wider trend of user generated content are also creating new challenges and opportunities for mainstream media. Traditional news media, like newspapers, tend to show increasing interest in the ways in which user generated content can be integrated into the professional news making process (Paulussen & Ugille, 2008). In his book “News Values”, former Chicago Tribune publisher Jack Fuller says, “The new interactive medium both threatens the status quo and promises an exciting new way of learning about the world.” The most obvious difference between participatory journalism and traditional journalism is the different structure and organization that produce them, along with the concept of Gatekeeping (Fuller, 1996).

The process, known as gate keeping, is an enduring mass communications theory that describes the process by which news is gathered and filtered to the audiences (Channel, 2010). It is an integral part of mass communication. The process of news gathering, writing and dissemination has always been under intense scrutiny, reason being the agenda setting function and the creation of public opinion. However,
it has been suggested, that in the wake of online communication, the traditional function of media gatekeeping is changing.

The metaphor of watchdog has long been popular as short hand for the structural role of the free press in a representative democracy. In itself, the metaphor draws on the canine traits humans seem to enjoy the most: loyalty, courage, and strength. So, as a check on the power of the legislative and executive branches of government, the press has for some time enjoyed. The mainstream press exercises no direct regulatory control over the socio-political system, yet is thought to act as a watchdog for the public because of its surveillance of other institutions and exposure of their operations to public scrutiny. (Cooper, 2006). In both cases the watchdog function is performed in the open marketplace of ideas. In both cases the watchdog’s bite is the threat of diminished credibility, manifest as lost votes for politicians and as reduced consumption of their media products for the mainstream press.

Axel Bruns asserts that the emerging online news environment is made up of open communities where anyone can add to the collective knowledge, and asserts that gatekeeping theory is transforming into a gate watching function, where journalism organizations use the Internet to direct readers or viewers to information that they may be interested (Bruns, 2003).

The act of sharing of news and conversation about news is an integral part of email exchanges and social media activity. Those who follow the news avidly, who are on-the-go consumers, who use social networking sites or Twitter or have a blog are much more likely than others to send along links to news in their emails than other Internet users are. They get news from people they follow on sites like Facebook, Twitter, Wikipedia, Google etc. According to Guardian editor Alan Rusbridger, Twitter interests anyone involved in the media at any level as it is an amazing form of distribution that spreads ideas, information and content, is where things happen first, is a personalised news feed, it harnessing the mass capabilities of human intelligence to the power of millions in order to find information that is new, valuable, relevant or entertaining, is a great reporting tool, is a fantastic form of marketing tool, is more diverse, is a series of common conversations that may change the tone of writing, has different news values, has long attention span, creates
communities, changes notions of authority and is an agent of change (Rusbridger, 2010).

Wikipedia is an Internet based, user contributed encyclopedia that is collaboratively edited, and utilizes the wiki concept - the idea that any user on the Internet can change any page within the website, even anonymously. Paradoxically, this seemingly chaotic process has created a highly regarded reference on the Internet. Wikipedia has emerged as the largest example of participatory journalism to date, facilitating many to many communications along users editing articles, all working towards maintaining a neutral point of view, i.e. Wikipedia’s mantra. (Lih, 2004).

Wikipedia, started in 2001, gets two billion page views a month, making it the 40th most popular web site on the Internet with more readers than the New York Times, the LA Times, Washington Post, and USA Today combined. You can trust Wikipedia because you know there’s a community behind it, and everything on the site is reviewed by lots of people who are working together (Smith, 2005).

Writer Ravit Lichtenberg, in this article, “10 Ways Social Media Will Change in 2011”, predicts that the future of new media “will be marked by new developments that will shape the very fabric of our behavior, culture and identity. These developments will challenge us to consider important questions about the future of our experience as connected people and consumers” (Lichtenberg, 2010).

It is argued that professional journalists will increasingly have to share their control over the news production process with their users, who are becoming more and more actively involved in the creation of content. This could not only result in an increased use of user generated content by journalists, but it could also stimulate collaboration between professional and amateur journalists. In other words, journalism will fundamentally shift from a top-down lecture to an open conversation. (Paulussen, Heinonen, Domingo & Quandt, 2007). One of the first studies in this regard has been carried out by Neil Thurman, who supplemented his analysis of user generated content features on British news websites with in-depth interviews with editors from leading online news media in the UK. Thurman gives a detailed and illuminating report of the conflicts between the editors’ professional gatekeeper roles and their perceptions of user participation (Thurman, 2008).
2.3 Phenomenon of Citizen Journalism and Exploration of Fifth Estate

2.3.1) Phenomenon of Citizen Journalism:

It is difficult to imagine two words that have raised more anxiety among news media professionals than “citizen journalism.” Citizen Journalism. Simple words but a complex concept variously seen as either the end of the literate media world or the salvation of disconnected civilization (Bentley, 2008).

The fast-emerging field of Citizen Journalism comes in as many shapes and sizes as it has names: “Participatory journalism”; “community journalism”; “hyperlocal,” “grassroots”; “do-it yourself;” “bottom up”; “open source”; “social media”; “user-generated journalism”. These names all add up to a phenomenon that is grouped under the heading, “we media.” It is built on the notion that, thanks to new technologies, everybody is, or can be, a journalist (Smith, 2005).

Since with great enthusiasm, authors Dan Gillmor (Gillmor, 2004), and C. Bentley, J. Littau, B. Hamman, H. Meyer, B. Welsh and B. Watson (C. Bentley et al., 2005), welcomed the trend of ‘grassroots’ or ‘citizen journalism’ in 2004 and “participatory journalism” or “open source journalism” in 2005 respectively, some media experts began to suggest somewhat optimistically that a new form of ‘participatory journalism’ is likely to emerge (Paulussen & Ugille, 2008). With the power made possible by social technologies to connect, inform and mobilize, a surge in self-organized and managed citizen activism will be seen, predicted writer Ravit Lichtenberg (Lichtenberg, 2010).

The phenomenon of Citizen Journalism as public, participatory, democratic, guerrilla or street journalism, is based upon public citizens “playing an active role in the process of collecting, reporting, analysing, and disseminating news and information” (Bowman & Willis, 2003). According to journalism expert Tony Rogers, the Internet or the www world has given an average person the ability to transmit information globally, which was a power once reserved for only the very largest media corporations and news agencies at one point of time. The emergence of Internet - with blogs, podcasts, streaming video and other Web-related innovations - is what has made the phenomenon of citizen journalism possible (Rogers, 2015).
Joyce Y. M. Nip in his paper titled “Exploring the Second Phase of Public Journalism 1” says, “Where the people are responsible for gathering content, visioning, producing and publishing the news product, I call citizen journalism. It can be one or a number of individuals, a citizen group, or a non-profit organization without a paid staff running a news blog, news website, community radio station, or newspaper. To qualify as journalism, the content needs to include some original interviewing, reporting, or analysis of events or issues to which people other than the authors have access.” (Nip, 2006).

American journalist, author and free expression advocate Courtney C. Radsch, advocates the phenomenon of Citizen Journalism has put democracy back in people's hands. An army of individuals with mobile phones, portable cameras, and blogs is rapidly replacing traditional media as a reliable and wide-ranging source of information. In this milestone report, author Chris Wills and Shayne Bowman were among the first to try to explain what citizen journalism really is and why this bottom-up distribution approach could be the future of news (Bowman and Willis, 2003). In the words of web developer and freelancer Megan Taylor, “Anyone capable of critical thinking is capable of doing journalism. It’s really not that hard” (Taylor, 2010). Citizen journalism exhibits characteristics of share and discussion sites for the most part, because the emphasis is on participation and exchange of ideas (C. Bentley et al., 2005).

The rise of Web 2.0 publishing platforms has understandably had a dramatic impact on a number of different communication processes and fields in recent years. One area that has been profoundly influenced by the newfound ability for “regular” Internet users to self-publish is Citizen Journalism (Walden 2010). The “citizen” in the term is a continual irritant to news people, who complain that it implies professional journalists are excluded from citizenship. That is the wrong definition of “citizen.” The better analogy according to the author is “citizen soldiers” — the militia and National Guard that serve our country “part time.” He explains as the guard members want to help shoulder the responsibility of defending the nation — they just don’t want make careers of it. Similarly, citizen journalists don’t want newsroom jobs — they just have something to say (Bentley, 2008).
The increasing prevalence of new media technologies and the rise of Citizen Journalism have coincided with a crisis in industrial journalism – as the figure of the ‘journalist as hero’ is fading, new media forms have facilitated the production of news content ‘from below’ by citizens and ‘pro-am’ journalists (Flew & Wilson, 2010). Citizen Journalism as “an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism” (Radsch, 2013). Media critic, a writer, and a professor of journalism at New York University, Jay Rosen, proposes, “When the people formerly known as the audience employ the press tools they have in their possession to inform one another” they indulge in the act of the phenomenon called Citizen Journalism (Rosen, 2008).

The introduction and intelligence of smart phones enables citizens who are at the scene to report breaking news more rapidly than news teams (Horton, 2013). Advent of digital technology made Citizen Journalism has enabled ordinary citizens participate in journalistic activities. Cellular phones, digital cameras, Internet, blogging has given rise to the phenomenon of Citizen Journalism. They are audiences, viewers or readers of mainstream media who highlight issues like corruption, politics, education, health, etc. (Noor, 2012). Generally, citizen journalism refers that people without journalistic training use social media based on Internet to create, augment or fact-check media their own, or in collaboration with others (Glaser, 2004).

In the early 2000s, citizen journalism was hailed as a revolution that would make news-gathering a more democratic process, one that would no longer solely be the province of professional reporters (Rogers, 2015). Because it offers more interactivity than traditional news outlets, one can use a citizen journalism site in one of three ways: as a reader, as a writer or as both (Ananny & Strohecker, 2002; C. Bentley et al., 2005). Popular Indian citizen journalism website merinews.com calls the phenomenon an emerging form of journalism that promises a scenario of breaking free from media bias as well as taking local news on a global platform (merinews, 2011).
It’s a fool’s assumption that professional journalists “understand the tenets of journalism” more than amateurs. The author points out that she doesn’t see one side conquering the other but co-existing in a state of information symbiosis. Professionals can concentrate on the in-depth work while citizens explore stories outside the newsroom bubble (Taylor, 2010). Citizen journalism is no more a replacement for professional journalism than teabags are a replacement for water. Both can stand comfortably alone, but when combined they produce something quite wonderful (Bentley, 2008).

Atton argued that new, progressive models of journalism should aim ‘to invert the “hierarchy of access” to the news by explicitly foregrounding the viewpoint of … citizens whose visibility in the mainstream media tends to be obscured by the presence of elite groups and individuals’, and that they had the potential for ‘challenging the status of the journalist as the sole “expert” or definer of “reality” (Aton, 2004 p41). N. Couldry identified the potential wider significance of citizen journalism and other alternative media initiatives based around user-generated media as lying in their capacity to accumulate organizational and economic resources that could generate ‘new hybrid forms of media consumption and production (Couldry, 2003).

Article “Cooperation with the corporation? CNN and the hegemonic cooptation of citizen journalism through iReport.com” by F. A. Kperogi, argues that while the vigorous profusion of web-based citizen media has the potential to inaugurate an era of dynamic expansion of the deliberative space and even serve as a counterfoil to the suffocating dominance of the discursive space by the traditional, mainstream media, we are now witnessing a trend toward the aggressive cooptation of these citizen media by corporate media hegemons (Kperogi, 2011b).

In a paper titled ‘Anyone can know’: Citizen journalism and the interpretive community of the mainstream press, authors S. Robinson and C. DeShano talks about how an informal interpretive community of citizen journalists offers ways of knowing distinct from the way the press has traditionally practiced, negotiated and shared news stories. The findings prove that both the entrenched community of journalists and the emerging one of citizen news writers are framed by values of socially responsible missions, access to information, entitlement to knowledge and
informal notions of professionalism. When ‘anyone can know’ the result is an adaptive organization of information producers that influence each other and redefine the aims, standards and ideology of journalism (Robinson & DeShano, 2011).

Paper titled “The Social Evolution of Citizen Journalism” by Martha Jack investigates the social evolution of citizen journalism and seeks to develop a typology, using a uses and gratifications perspective, to understand why citizen journalists produce their work. By understanding this, mainstream media organizations can develop strategies to encourage and nurture citizen journalists in order to most effectively utilize the power of these new “producers.” The data determines that while each category of motivation fulfills a need for citizen journalists, motivations pertaining to “information dispersal” are deemed to be the most vital. The paper concludes by suggesting a model of integration between citizen and professional journalism that will increase the multi-perspective of the mediascape (Jack, 2009).

Joyce Y. M. Nip (Nip, 2006) gave five models of audience connection in his paper titled “Exploring the Second Phase of Public Journalism 1”. These models varied on the extent and form of people participation; with citizen journalism involving the people to the greatest extent, and traditional journalism the least. Interactive journalism gave the users initiative after the news is published, whereas participatory journalism got the users to gather the news. Public journalism encompassed a wide range of experimentation in engaging citizens as advisers and partners in news gathering and writing, while also allowed interaction after news publication. Of these five models, interactive, participatory, and citizen journalism were drawing increasing interest (Walker, 2004).

The work of citizen journalists often looks quite different from the kind of journalism one would find in a daily paper. It tends to be more personal, often written in the first person. It generally doesn’t attempt to be comprehensive. Independent journalist and media consultant Amy Gahran in her article “What Is Citizen Journalism?” says that anyone can be a citizen journalist -- seniors, students, PhD’s, homemakers, the homeless, immigrants, nuns, you name it (Gahran, 2007).
Citizen Journalism is a popular label used to describe a form of media that involves moderated reader participation. Citizen-based media generally starts as Web-based publications, but one of the long-term strategies is to develop a “best of” print edition that ultimately serves as the publication’s revenue source. The Northwest Voice, which is the citizen journalism arm of the Bakersfield Californian, used material from the Web edition to revive its shopper edition (Terdiman, 2004). Citizen Journalists: an important news source for Mainstream Media One of the reason citizen journalists want to express themselves is what they want to say means so much to the public but is often ignored by professional journalists (Bentley, 2011).

Article titled “Citizen Journalism” on merinews.com (2011) asserts citizen journalists are not bound by the conventional term of a journalist. Citizen journalists take up an initiative to express ideas irrespective of their educational or professional background. In a way this Participatory Journalism is an evolving form of journalism through user generated content. When any common man in his capacity as a citizen of a nation takes up the initiative to report things or express his views about happenings around him then the occurrence is popularly termed as citizen journalism or participatory journalism.

Independent journalist and media consultant Amy Gahran in her article “What Is Citizen Journalism?” says that the label citizen journalist is controversial, and many people who are doing citizen journalism don’t call themselves citizen journalists. Often they consider themselves simply bloggers, discussion leaders and participants, or vocal community members. Citizen journalists are becoming a major force in many places, especially in places that the mainstream media tend to overlook (Gahran, 2007). Jay Rosen, Professor at NYU’s Journalism school, Huffington post blogger, and founder of Press Think sums up in his tweet: “You don’t have to go to J-school to go into Journalism. Period. That is the way it should be. A free, unregulated press demands it.”

Reporting conflict through Citizen Journalism phenomenon is being made simpler by large media sites now offering portals and upload platforms for citizen journalists on breaking and opinionated news. Media sites like CNN’s iReport, Al-Jazeera’s The Stream and Global Voices are examples of how mainstream and independent media are utilizing and working with citizen journalists to get a variety of
perspectives on topics covered in the news (rshdrshd, 2012). We must now consider citizens to be the media’s co-regulators (Bernier, 2013).

The study titled “Perceived Role Conceptions of Citizen and Professional Journalists: Citizens’ Views”, by authors Deborah Chung & Seungahn Nah, aimed to identify citizen journalists’ role conceptions regarding their journalistic news contributing activities and their perceptions regarding professional journalists’ role conceptions. Based on a national survey of 130 citizen journalists, there were four factors that emerged for both citizen and professional journalists’ role conceptions: interpreter, adversary, facilitator and mobilizer. It was revealed that citizen journalists perceive their roles to be generally similar to professional journalistic roles and their role of facilitator being rated as significantly than those of the traditional press (Chung & Nah 2010).


In an article titled “Citizen Journalism: A Primer”, Jason Gillikin (2010) journalist & ethicist, proposed thirty-four suggestions to help guide aspiring citizen journalists better understand the craft and practices of the media world:

- “A writer’s best chance at distinguishing himself and making a genuine difference is to become a beat reporter.
- Journalism is about access – to people, to data, to authority.
- Be completely honest.
- Remember the traditional news values: Timeliness, currency, weirdness, conflict, proximity, personality, and relevance.
- Know and honour the Code of Ethics of the Society of Professional Journalists.
- Understand the state of media law with regard to libel, public access and fair reportage.
Scrupulously honour off the record comments, but be wary of going OTR in general.

A good journalist will go to jail before giving up a source.

The cardinal rule of fact – it’s not documented, then it didn’t happen.

The cardinal rule of fact-checking – It in doubt, leave it out.

Consider the trustworthiness of sources and the origination of facts and statistics.

Use the right story template.

Opinion belongs in by-lined columns.

Know the AP Stylebook and keep it holy”

Citizen Journalism is partly built on the personal nature of blog writing. It can be written in first person or third person. If a person decides to weave opinion with fact, that is considered acceptable; the basic tenet is that community members are not trained to think or write in the artificial standard of media objectivity, and thus they often are not forced to adopt that standard (C. Bentley et al., 2005). In addition, citizen journalism is more like a community blog in the sense that there are multiple authors; however, unlike a typical community blog, there are no limits placed on who is allowed to submit to the site (Glaser, 2004). Robert Picard explain the impact of blogging on newspapers in simple social terms. “Two-thirds of the readers have not liked newspapers for 100 years but had no other place to go,” he said. Blogging and citizen journalism provide that outlet for the discontented (Picard, 2006).

The emergence of citizen or grassroots journalism inevitably raises the question of whether bloggers, the operators of online news sites, or even freelancers should be considered journalists with the same legal rights as reporters who are employed by traditional news organizations. The author lists few elements of a functional approach to journalism and how they might work. At its core, the functional definition of journalism is much like the functional definition of a duck. If it looks like journalism, acts like journalism, and produces the work of journalism, then it is journalism, and the people doing it are journalists (Woo, 2005). In short, bloggers are the journalists that journalists should be (Bradshaw, 2010).
Dan Gillmor called this era “a time of incredible exploration” because of the democratization of access to inexpensive and ubiquitous publishing tools (Gillmor, 2004). Citizen Journalism has expanded its worldwide influence despite continuing concerns over whether citizen journalists are as reliable as trained professionals. Citizens in disaster zones have provided instant text and visual reporting from the scene (Albarado, 2015). “In practice, this can range from commenting on an existing news piece to publishing an article, podcast, photo or video on a personal blog or on Twitter, a dedicated citizen journalism website like The Huffington Post or on YouTube, or on interactive websites that work as extensions to mainstream media, such as Cable News Network’s (CNN) iReport” (Jurrat, 2011).

Social media consultant, online journalist and blogger Joseph Daniel Lasica (2003) wrote an article titled “What is participatory journalism?” and gave a roundup of the different flavours of this new journalism form and labelled audience participation at mainstream news outlets:

- Staff Weblogs, such as those written by Gillmor, Projo’s Sheila Lennon or The Dallas Morning News’ editorial board. All incorporate reader comments in their blogs, either through e-mails or direct postings.

- Newsroom-sanctioned Weblogs written by outsiders, such as ABCnews.com’s The Note giving presidential candidates their own blog.

- Discussion forums, such as The New York Times’ reader forum on the Supreme Court.

- Articles written by readers. Many online newspapers in the United States and Europe ask high school students, parents and fans to contribute to reporting about their schools’ football, wrestling and other sporting events.

- Photos, video and reports sent in by readers. The Dallas Morning News published readers’ photos in its coverage of the space shuttle tragedy. BBC has a standing page that uses photos e-mailed in by readers around the globe. The Santa Fe New Mexican publishes photos submitted by readers. The Providence (R.I.) Journal created a slide show of 130 images sent by readers of a spring blizzard. Australia’s ABC News Online published reader write-ups
and photos of devastating brushfires in Canberra. A news station in Japan recently aired live coverage of a massive fatal accident from a citizen-reporter with a video-enabled cell phone. The witness also called in a report from the scene.


Assistant Professor and blogger Farooq Kperogi differentiates between citizen journalism and alternate journalism by saying, “In the new media literature, citizen journalism is conceptualized as “online news content produced by ordinary citizens with no formal journalism training.” Alternative journalism, on the other hand, is not merely non-professionalized and non-institutionalized journalism produced by ordinary citizens; it is also purposively counter-hegemonic and “closely wedded to notions of social responsibility, replacing an ideology of ‘objectivity’ with overt advocacy and oppositional practices” (Kperogi, 2011).

But today Citizen Journalism remains a work in progress that has yet to fulfill such grandiose hopes. One problem - citizen journalism has been marred by inaccurate reporting, such as reports during. And with most citizen journalists not being paid for their work, it seems unrealistic to expect them to have the same commitment to their work that the paid professionals do. That's a problem that doesn't seem likely to disappear any time soon (Rogers, 2015).

2.3.2) Exploration of Fifth Estate:

The Fifth Estate is a modern extension of the four classical Estates of the Realm: 1) Legislature 2) Executive 3) Judiciary and 4) Press. The ‘Fifth Estate’, as being called by researchers, is most strongly associated with bloggers, media outlets, & journalists who/that operate outside of the mainstream media. The term ‘Fourth Estate’ emerged in reference to forces outside the established power structure, and that term is now most commonly used as a ‘Fifth Estate’ in reference to the independent press or media.

In the year 2007, Prof William H. Dutton wrote a paper titled, “Through the Network of Networks - The Fifth Estate”. In this paper, he talks about “the rise of the
press, radio, television and other mass media that has created an independent institution: the ‘Fourth Estate’, central to pluralist democratic processes. However, the growing use of the Internet and related technologies enables the networking of individuals in ways that create a new source of accountability not only in government and politics, but also in other sectors.” In the 21st Century, a new institution is emerging with some characteristics similar to the Fourth Estate, but with sufficiently distinctive and important features to warrant its recognition as a new ‘Fifth Estate’ (Dutton, 2007).

Edward H. Spencer in his paper titled, “Government Secrecy, the Ethics of Wikileaks, and the Fifth Estate” defines the ‘Fifth Estate’ as the Estate comprising all the world-denizens operating in cyberspace that as individuals or groups disseminate information on matters of public interest to the world at large. And do so without fear or favour. In this regard, they provide an invaluable service in the best tradition of investigative journalism but without the commercial constraints that unfortunately sometimes at least undermine, restrict or even muzzle good investigative journalism (Kaufhold, Valenzuela & Zuniga, 2010). Giving the instance of Julian Assange, he argues the media in the form of both the Fourth and ‘Fifth Estates’ should inform the public on matters of public interest truthfully and ethically, even if sometimes they have to breach government secrecy. Spencer argues the Internet and its associated Internet and related information and communication technologies (ICTs) have ushered in the ‘Fifth Estate’, endowing every citizen with the potential and opportunity to be a journalist (Spencer, 2012).

According to an article titled “The Rising Power of the 5th Estate: When Citizens Monitor the 4th Estate” by Marc-François Bernier, there was a time when the press was the sole gatekeeper of public discourse, especially for matters where it was concerned, but this is no longer the case. Gone are the days when public criticism of the media could only seldom be heard in the public sphere, a space unavoidably guarded by journalists. Citizens are nevertheless the ‘Fifth Estate’, taking on a surveillance role and the fourth estate must now readjust. This entails corrections, retractions, confessions or precisions. What numerous cases of Citizen Journalism serve to show is that critics of the media and journalistic practices can no longer be kept outside the public sphere for debate (Bernier, 2013).
Geoff Livingston in his article “As Journalism Weakens, the Fifth Estate Strengthens” asserts the weak economy and the evolution of Internet media have done more to shake up traditional journalism than any other events in the past 60 years (Livingston, 2011). As the traditional print, cable and broadcast media weaken, online content creators, the ‘Fifth Estate’ as dubbed by Stephen Cooper in 2006, (Cooper, 2006) strengthens.

An emerging network of individuals is enabling new ways of holding government, media and other institutions more to account, but its vitality is threatened by other estates of the Internet realm. By quoting three examples: Barack Obama’s 2008 election campaign, the 2010 British general-election campaign and Britain’s first TV debates, W. H. Dutton in his paper titled “Democratic potential of the Fifth Estate” illustrates the emergence of a new ‘Fifth Estate,’ which both complements and challenges the traditional Fourth Estate of one-to-many mass media (Dutton, 2010). Media researcher Stephen D. Cooper (2006) argues that bloggers are the Fifth Estate. While William Dutton has argued that the ‘Fifth Estate’ is not simply the blogging community, nor an extension of the media, but ‘networked individuals’ enabled by the Internet in ways that can hold the other estates accountable (Dutton, 2007).

In her article “The Rise of Fifth Estate”, writer Marija Taflaga argues the ‘Fifth Estate’ is strongest in its analysis of the relationship between the fourth and the ‘Fifth Estates’. (Taflaga, 2012). Jan Leach and Jeremy Gilbert in their paper titled “Can This Marriage Be Saved? The Love-Hate Relationship Between Traditional Media and Citizen Journalism”, examine the interplay between traditional newsrooms and non-traditional media in three different markets and look at how Fourth Estate journalists interact with ‘Fifth Estate’ media practitioners. They explain similarities and differences in how information is collected and presented online where several examples of traditional media and new media relationships are identified. (Leach & Gilbert, 2010).

In 2010, W. H. Dutton wrote, “The ‘Fifth Estate’ is not simply an extension or adjunct to traditional communication media. It reveals key uses of the Internet to enhance the ‘communicative power’ of individuals rather than institutions by enabling them to network locally and globally in ways that reconfigure their access to
information, people and other resources. However, the success of the Internet’s role in challenging traditional institutions is creating tensions with, and threats from, other estates of the Internet realm.” He further says if inappropriate forms of Internet regulation are introduced, the democratizing potential of the ‘Fifth Estate’ could be lost (Dutton, 2010).

Article titled “Towards an Open Ethics: Implications of New Media Platforms for Global Ethics Discourse” by S. J. Ward and H. Wasserman, provides an international perspective on how new media technologies are shifting the parameters of debates about journalism ethics. It argues that new, mixed media help create an “open media ethics” and offers an exploration of how these developments encourage a transition from a closed professional ethics to an ethics that is the concern of all citizens. This paper explores the relationship between an open media ethics and the idea of a global ‘Fifth Estate’, facilitated by global online media (Ward & Wasserman, 2010).

Media commentators Kovack & Rosenstiel commented that “This new era of sometimes obsessive self-consciousness is certainly healthy for democracy, as it awakens news audiences to some of the limitations of the news they already receive” (Kovach & Rosenstiel, 2001). The Internet has transformed its citizens from passive consumers of news into active participants who can assemble their own content from separate elements. Audiences have become a hybrid of the consumer and producer, which has in turn encouraged people to question not only political institutions but the media themselves. The online community have begun to assume the role of a ‘Fifth Estate’, becoming the watchdog of the press and the governing powers.

Dutton in a paper titled, “Through the Network of Networks - The Fifth Estate” asserts Internet is a platform for networking individuals in ways that can challenge the influence of other more established bases of institutional authority, and that can be used to increase the accountability of the press, politicians, doctors and academics by offering alternative sources of information and opinion. He says questions about the governance of the Fifth Estate are likely to become more prominent as people realize that the Internet is a social phenomenon with such broad
and substantial implications for political and social accountability. The vitality of the ‘Fifth Estate’ rests less on new policy initiatives than on preventing its takeover by the other four estates (Dutton, 2007).

According to G. Livingston, ‘Fifth Estate’ bloggers and citizen journalists are the trusted news source, who use a variety of social media tools, including mobile phones, to report from the field. They are filling the void left by reduced journalist staffs. There is no better example than the job that citizen journalists have done in the Middle East, most recently in Benghazi, Libya. There are several organizations that actively develop citizen journalists (Livingston, 2011).

- Small World News is teaching citizens in the Middle East how to use mobile and social to report
- Inter-news funds training and infrastructure projects across the globe for better media. Increasingly, their efforts focus on citizen journalists
- AllVoices and Global Voices provide portals where citizen journalists can socialize their content
- The Franklin Center for Government & Public Integrity provides investigative reporters and non-profit organizations training and support to pursue journalistic endeavors

Greg Jericho’s “The Rise of the Fifth Estate: Social Media And Blogging In Australian Politics” offers a thoughtful and timely analysis of the rise and development of blogging and social media in Australia and the response by established stakeholders in both the media and Australia’s political parties (Jericho, 2012).

William H. Dutton in his paper titled “The Fifth Estate Emerging through the Network of Networks” explains how the emerging ‘Fifth Estate’ is being established and why it can challenge the influence of other more established bases of institutional authority (Dutton, 2009). He says a new institution is emerging in the 21st century, with some characteristics similar to the Fourth Estate, but with sufficiently distinctive and important features to warrant its recognition as a new Fifth
Estate which can blur the boundaries of households, organizations, institutions and nations as the networks enable individuals - not only institutions - to create local and global networks. The networks comprising the Fifth Estate have two key distinctive and important characteristics:

1. The ability to support institutions and individuals to enhance their communicative power

2. The provision of capabilities that enable the creation of networks of individuals which have a public, social benefit (e.g. through Social Networking Websites).

Particular attention in the context of the Fifth Estate needs to be given to the ability of digital networks of networks to reconfigure access by giving greater or lesser control to users (citizens, viewers, readers and consumers) (Dutton, 2009).

Everyday Use of the Internet, Digital Choices and the Diffusion of the Internet, Trust in the Centrality of the Internet, The ‘Space of Flows’ (Users usually do not go to a particular place on the Internet, but increasingly rely on search engines to find information to find what could be located anywhere in the world. This is significant because governments, libraries, newspapers, universities and other institutions are beginning to realize that an increasing number of people are choosing not to come to them specifically for information and some services, but instead are going to a search engine on the Internet) show the vivid evidences of the rise ‘Fifth Estate’ (Dutton, 2009).

Indeed the Internet medium has helped to create an audience who can engage with information and can respond carefully. Not only does Internet gives audiences access to platforms which allow debate with people from all over the world, but it has also become a medium that allows for audiences and professional journalists to interact in a way they have never been able to before (Fowler, 2012). There is a symbiotic relationship between online social media and traditional newspapers that continues to strengthen. The ‘Fifth Estate’ works with the Fourth to create the 21st century’s composite media picture (Livingston, 2015).
2.4 Citizen Journalism in Practice:

In his 1995 book ‘Being Digital’, Nicholas Negroponte predicted that in the future, online news would give readers the ability to choose only the topics and sources that interested them (Negroponte, 1995).

User-generated content, social media, crowd-sourcing, peer-to-peer collaboration, online communities and networked distribution have become daily reality for many people. Many-to-many digital technologies radically alter the top-down dissemination of mainstream media, the one-to-many flow of broadcast media, and even the two-way participatory production models of community media have transformed how audiences expect to engage with media, across the spectrum of commercial, public, community and alternative media, impacting social, political and economic framework of countries.

The Right to Information and Citizen Journalism have given power to the people in the true sense. Participatory Journalism is today’s buzz, where citizen reporters contribute in the mainstream media to bring those news items, which are important from the common man’s perspective. The important thing is that for a democracy to survive, thrive and grow it is important that its people participate actively in its growth and participatory journalism is doing just that in India (merinews, 2007).

Conversations between citizens and journalists have become increasingly important, in a world saturated with digital clutter. If anything, the ability for anyone and everyone to publish opinion as fact seem to make professional journalists more relevant. Professional journalists can critique Internet sources and help audiences to verify what information is reliable and what is not. In this way it is helping arm the public with the tools it needs to perform this more active form of citizenship (Kovach & Rosenstiel, 2001).

2.4.1 Citizen Journalism on websites:

The Internet has spawned thousands of news sites and millions of bloggers from around the world. Traditional news media, while battling declining readership and viewership, leapt into the fray with their own Web sites and blogs by their own journalists, and many newspapers invited readers to contribute community news to
their Web sites. Some groups started their own “hyperlocal” online news sites to cover happenings in their neighborhoods or specialized topics of interest that were not reported by larger media organizations (Albarado, 2015).

According to Guardian editor Alan Rusbridger, Social Networking Site Twitter interests anyone involved in the media at any level as it is an amazing form of distribution that spreads ideas, information and content. It is where things happen first (Rusbridger, 2010).

There are a number of ways to share information and ideas on a Twitter handle. One way is to selecting topics of choice and talk about it freely. Other is contributing when a professional journalist is requesting for information, called “crowd sourcing”. In an article titled “@statesman: A case study in using Twitter on breaking news”, writer Steve Buttry talks about how Twitter – the new breaking news, has shown citizens using this platform to provide much better, faster and factual account of breaking stories than the professional media organizations. He states there can hardly be a bigger breaking story than a terrorist attack in your own community (Social Media Editor, Robert Quigley’s region had two tragic terrorist attacks in the last few months: Attack on the Internal Revenue Service and other at Fort Hood). He used Twitter aggressively in both, along with inputs of weather stories, of Hurricane Ike, ice storms and snow storms, “which are rare and exciting in Austin.” (Buttry, 2010).

E.g.: @statesman Social Media Editor, Robert Quigley’s stream in February 2010, included four requests for information or pictures from the public. Minutes after the crash, he asked:

“Anyone up in the 183 area who has seen anything? If you have a twitpic, let me know.”

A few minutes later, he asked people to call an Austin American-Statesman reporter:

“Did you witness the plane crash? Please call reporter Tony Plohetski at 445-3605.”

To which, eyewitnesses did call, helping Plohetski in his story.
Online Journalists have a place in this new world, but to be useful, we have to be accurate. Anyone can pass along a rumour, but journalists are valuable when they can “nail down” the facts.” (Buttry, 2010).

Another path breaking Citizen Journalism website is Wikipedia, which has emerged as the largest example of participatory journalism to date, facilitating many to many communications along users editing articles, all working towards maintaining a neutral point of view, i.e. Wikipedia’s mantra. (Lib, 2004). One can trust Wikipedia because there is a community behind it, and everything on the site is reviewed by lots of people who are working together (Smith, 2005).

Working with the Berkeley Graduate School of Journalism, YouTube created a News Feed called CitizenTube, designed to help Web-goers find breaking news videos. YouTube's News Feed focuses on breaking news, highlighting the most recent videos, as well as videos that showcase impressive visuals and video content from citizen journalists. The News Feed can be found on YouTube's CitizenTube, which showcases a lot of citizen journalism work, including not-so-friendly encounters with politicians, international protests and gorillas attempting escape from a zoo (Hogg, 2010).

Many journalists who have gained credibility and respect through working in traditional media are indulging in new media by creating their blog presence. Media commentator Jason Bainbridge explained that “The blogs of Australian journalist Margot Kingston operate in the same way that op-ed columns do in the traditional media, but significantly they offer a level of audience participation not possible in the traditional media formats” (Bainbridge et al 2008).

Citizen Journalism sites are usually designed like a news site, not a blog, and thus there are layered pages containing a main front page and several topic categories. Still, the gatekeeper role is greatly diminished from what it would be at a typical news site because the editor would determine what makes the front page and what stories make it onto the site. Unless the stories violate standards for submission, citizen journalism sites tend to publish anything submitted (C. Bentley et al., 2005; C. H. Bentley, 2006).
The presence of a diversity of information offers citizens access to a range of ideas, expertise and topics. Based on the findings from a quantitative content analysis in “A study of content diversity in online citizen journalism and online newspaper articles” by Serena Carpenter, online citizen journalism articles are more likely to feature a greater diversity of topics, information from outside sources and multimedia and interactive features (Carpenter, 2010).

Topics of discussion on websites range from social, business, industrial, governmental and political. At the end of the 18th century, communication networks have been accompanied by ideological views concerning their impact on society (Mattelart, 2000). These views were reactivated and renewed around the vision of a more participatory Internet. Explicitly referring to the emerging success of sites like Wikipedia or Flickr and practices like blogging or tagging (O’Reilly, 2005), the buzzword Web 2.0 propagated worldwide. William H. Dutton in his paper titled “The Fifth Estate Emerging through the Network of Networks” discusses the growing use of the Internet and related digital technologies is creating a space for networking individuals in ways that enable a new source of accountability in government, politics and other sectors (Dutton, 2007).

Study titled, “Incremental versus Impressionistic: Seeking Credibility Differences in Online Political News” by Daniel Doyle, Chen Lou and Hans Meyer, did an online survey to gauge credibility perceptions in Internet political news during the 2008 U.S. presidential campaigns. The hypothesis were tested significant, that consumers of online political news perceive user-generated blog entries to be more credible than professionally-produced political news stories (Doyle, Lou & Meyer, 2010).

In their paper titled “The citizen journalism movement: Mymissourian as a case study”, researchers point out one important point about citizen journalism: there have been surprising results in submissions. Political copy submission rates have been lower than expected at some sites, whereas story topics considered “softer” in some newspaper circles, such as gardening, food, and religion, were areas with greater rates of submission (C. Bentley et al., 2005).

In another paper, the researchers talk about the role of traditional media and the Internet in relation to young people’s political participation has attracted a great
deal of scholarly attention. Starting from a notion of differential media use and an encompassing notion of political participation, an article titled, “Good News for the Future? Young People, Internet Use, and Political Participation” by Tom P. Bakker and Claes H. de Vrees tests the relationships between media use (newspaper, television, and Internet) and offline and online forms of political participation. Findings from a national survey (n = 2,409, age 16 to 24) reveal that a variety of Internet uses are positively related with different forms of political participation, whereas the relationship between most uses of traditional media and participation are weak, albeit positive. The research demonstrates how a wider and more contemporary conception of political participation, together with more detailed measures of media use, can help to gain better insight in the roles media can play in affecting participatory behavior among the Internet generation (Bakker & Vrees, 2011).

In their book ‘The Elements of Journalism’, Bill Kovach and Tom Rosenstiel (Kovach and Rosenstiel, 2001) make a compelling argument that the news business is undergoing “a momentous transition.” In the 21st century, the field of business and finance has become a media spectacle. Not only have advances in technology changed the ways in which audiences engage with business information, the pervasiveness of Internet and cable television networks has led to the emergence of new hybrid forms of business news discourse, blending verbiage, images, graphics, audio, and video clips.

In another article titled “Facts, opinions, and media spectacle: Exploring representations of business news on the Internet”, author Sabine Tan explores the multiple ways in which business news are mediated on the Internet by continuous 24-hour business news networks such as Bloomberg, CNBC, FOXBusiness, and Reuters. In particular, the writers are concerned about how events are contextualized, that is, how identities and social relationships are constructed and represented within and across different modes, media, and networks (Tan, 2011).

According to a survey conducted jointly by the Pew Research Center’s Internet & American Life Project and Project for Excellence in Journalism, 92% Americans use multiple platforms to get their daily news. Almost six in ten (59%) get news from a combination of online and offline sources on a typical day.
The Internet and mobile technologies are at the center of how people’s relationship to news is changing. In today’s new multi-platform media environment, news is becoming portable, personalized, and participatory:

Portable: 33% of cell phone owners now access news on their cell phones.

Personalized: 28% of Internet users have customized their home page to include news from sources and on topics that particularly interest them.

Participatory: 37% of Internet users have contributed to the creation of news, commented about it, or disseminated it via postings on social media sites like Facebook or Twitter. In addition, people use their social networks and social networking technology to filter, assess, and react to news. Over half (55%) say it is easier to keep up with news and information today than it was five years ago.

News consumption is a socially-engaging and socially-driven activity, especially online. The public is clearly part of the news process now. Participation comes more through sharing than through contributing news themselves. Pew researchers Kristen Purcell, Lee Rainie, Amy Mitchell, Tom Rosenstiel, Kenny Olmstead, in their report “Understanding the Participatory News Consumer” (2010b), found 37% of the Internet users have contributed to the creation of news, commentary about it, or dissemination of news via social media. They have done at least one of the following: commenting on a news story (25%); posting a link on a social networking site (17%); tagging content (11%), creating their own original news material or opinion piece (9%), or Tweeting about news (3%).

Around 72% of American news consumers follow the news because they enjoy talking with others about what is happening in the world and 69% say keeping up with the news is a social or civic obligation. And 50% of American news consumers rely on people around them for the news they need to know. Online, the social experience is widespread as 75% of online news consumers get news forwarded through email or posts on social networking sites (SNS) like Twitter, Facebook etc. and 52% share links to news with others via those means. Only 23% of follow news organizations or individual journalists on SNS (Purcell, Rainie, Mitchell, Rosenstiel & Olmstead, 2010b).
2.4.2 Citizen Journalism in countries:

The U.S. journalistic reform movement known as “public”, “civic” or “citizen based” journalism has in recent years inspired like-minded initiatives in several Western countries, including Australia, Finland, New Zealand, Spain and Sweden (Haas, 2003). On September 11, 2001, veteran blogger Dave Winer reported that “most of the major news sites are inaccessible, but news and pictures are reaching us through email, webcams and the weblog community” (Winer, 2001). Blog posting increased in amount and frequency in the week after 9/11, as did the number of comments per post and the number of posts per individual blogger (Krishnamurthy, 2002).

a) Citizen Journalism in Mexico: 1994

On 1 January 1994, the day the North American Free Trade Agreement (NAFTA) went into effect, about 3000 members of the Zapatista Army of National Liberation (EZLN) took control of the main municipalities in Chiapas, Mexico. During this initial uprising, the commercial media overwhelmingly refused to reproduce Zapatista communique’s. In an attempt to remedy the situation, Zapatista supporters began to send them out over computer networks and in so doing catapulted news of the movement onto headlines around the world. The country celebrated the new communication capabilities facilitated by the Internet.

The Zapatistas are fighting to end the corrupt politics and unjust economic practices prevailing in Mexico, under which they believe indigenous communities in particular have suffered. On 12 January – only 11 days after the uprising began – Mexican President Carlos Salinas de Gortari announced a unilateral cease-fire and appointed a peace representative to begin negotiations. The Zapatistas seemed to have won their first battle not with guns but with words (Russell, 2011).

b) Citizen Journalism in South Korea: 2000

“Every citizen is a reporter" declared an online entrepreneur Oh Yeon-ho in 2000 and soon both the term and the practice crystallized in South Korea. Oh along with three South Korean colleagues started an online daily newspaper in 2000 as they were dissatisfied with the traditional South Korean press. Unable to afford the costs of hiring professionals and printing a newspaper, they started OhmyNews, a Web site
that used volunteers to generate its content (Albarado, 2015). In a speech on the site’s seventh anniversary, Oh, the firm’s president and CEO, noted that the news site began with 727 citizen reporters in one country and by 2007 had grown to 50,000 contributors reporting from 100 countries.

As a new form of social movement, Korean citizen journalism has challenged serious structural deficits of the mass media and has played an important role in broadening the accessibility of the public sphere for civic groups and ordinary citizens in recent years (Kern & Nam, 2009).

c) Citizen journalism in Netherlands: 2002

Paper titled, “Online journalists in the Netherlands: Towards a profile of a new profession” by Mark Deuze and Christina Dimoudi talks about the developments on the Internet in terms of journalism. News on the world-wide web – have led to the formation of Internet journalism as a separate model within the profession of journalism as a whole. Online journalists in Netherland are surfing the net, (re-)writing their stories and handling their email correspondence almost exclusively, which makes their work largely ‘medium-driven’. The production patterns within online journalism clearly reflect a powerful role for the technological context of the job, coupled with a perceived need to use this technology to include the public(s) in the journalism experience rather than communicating with them as would be reflected in such a role as being a spokesperson or advocate for certain groups of people in society.

The technical attributes of online journalists are perceived to be essential in today’s time. In terms of its organization of labour, online journalism in the Netherlands is increasingly professionalized and structured separately from its parent medium. The professional logic behind this type of journalism as practiced online is clearly focused on an interactive relationship with a wide audience, with less importance being attributed to traditional media functions such as agenda-setting or advocacy journalism. The study concludes that a distinct media logic for online journalists is emerging, the main characteristic of which seems to be empowering audiences as active participants in the daily news (Deuze & Dimoudi, 2002).
d) Citizen Journalism in United States of America: 2005

While *OhMyNews* intended to compete directly with existing media, the first incarnation of Citizen Journalism in America was an attempt at synergy. *The Northwest Voice* used the citizen journalism content to revive an existing product; thus, it was not intended to be in direct competition with the parent product. This is the “umbrella” model of citizen journalism, which sees this medium as a way to enhance the company’s products rather than compete with them. *MyMissourian* made use of this umbrella model, although it did take some time for this notion to sink in with the management at *The Missourian* (C. Bentley, 2005).

Mary Lou Fulton, drawing upon an idea pioneered at *OhMyNews* in South Korea, guided the start of a community Web site that was run solely on story and photo submissions from the community (C. Bentley et al., 2005). As content increased, the material eventually replaced the stale material that often stocked the shopper editions, whose readership of its regular shopper edition was once low, and not pleasing to the advertisers (Glaser, 2004).

On 1 January 2009, Oscar Grant was shot and killed in a subway station by Bay Area Rail Transit officers. This event was recorded by several passengers on their cellphones and later uploaded to the video-sharing website YouTube. The videos generated significant protests among online and offline communities, and were eventually used as evidence in the ensuing trial. This event is researched in the paper titled “*This is citizen journalism at its finest: YouTube and the public sphere in the Oscar Grant shooting incident*” by Mary Grace Antony and Ryan J. Thomas. The researchers argue that these findings necessitate a reconceptualization of traditional notions of the guard-dog media and the public sphere to accommodate new media technologies (Antony & Thomas, 2010).

e) Citizen Journalism in Myanmar: 2007

On August 15, 2007, anti-government protests erupted in Myanmar, after the country’s ruling military junta (State Peace and Development Council) removed fuel subsidies. Prices of diesel and petrol skyrocketed by as much as 100 percent while the cost of compressed natural gas, used for buses, increased by 500%. The rise in fuel prices increased the country’s food prices. In response, political activists and students
led an initial wave of protests, which were quickly and violently snuffed out by junta security forces through public beatings and arrests.

On September 22, thousands of Buddhist monks across Myanmar launched a second wave of peaceful protests — often referred to as the “Saffron Revolution” in reference to the monks’ saffron-colored robes — with the aim of toppling the military. Security forces began their crackdown on September 26, attacking monks and protesters with tear gas and batons and making hundreds of arrests.

In the weeks that followed, the forces raided monasteries to arrest monks, publicly beat pro-democracy protesters and civilians, and attempted to close down the country’s communications in order to prevent transmission of articles testimony, testaments and photos. According to an article on The Huffington Post titled “Citizen Journalism: A Sudden Essential In Myanmar”, cellphone cameras, text messages, image and uploading on YouTube played a critical role in helping news organizations and international groups follow Myanmar's biggest protests in nearly two decades. Citizen witnesses used Internet and tools of new technology to beam out images of bloodied monks and street fires, subverting the Myanmar government's effort to control media coverage and present a sanitized version of the uprising. Despite an attempt by the government to control information flow, thanks to YouTube videos, cellphones, blogs and photos on Flickr, the story got out and picked up by all major news corporations including Reuters (Skalr, 2011).

f) Citizen Journalism in Zimbabwe: 2008

Article “Blogging down a dictatorship: Human rights, citizen journalists and the right to communicate in Zimbabwe” by Last Moyo (Moyo, 2011), examines the use of blogs to mediate the experiences of citizens during a violent election in Zimbabwe. It is almost a truism that the protracted political and economic crisis in Zimbabwe had a severe and debilitating impact on not only the principle of communicative democracy, but also the entire social, political and economic fabric of the country (Moyo, 2003, 2009, 2010; Moyo and Chuma, 2010; Ranger, 2003). Although the causes of the crisis are multifaceted, the predominant view is that it was fundamentally about a breakdown in the rule of law and the observance of human rights by the state that had not only lost legitimacy as an institution, but also the credibility of elections as a consent-making mechanism.
Not only this, to counter the growing criticism from the people around the county, the Zimbabwean government progressively enacted laws that grossly curtailed basic civil and political liberties such as the freedom of expression and information. Examples include the Broadcasting Services Act, Access to Information and Protection of Privacy Act (AIPPA), Public Order and Security Act (POSA), and the Interceptions of Electronic Communications Act. This article discusses Internet as an alternative medium and how citizens in Zimbabwe used it to mediate the crisis, particularly their experiences of suffering, deprivation and dehumanization.

**Kubatana**, a civic organizational website, involved in cyber activism to highlight democracy and human rights issues in the country has been publishing civic and human rights information in Zimbabwe for over five years and ‘approximately 2,500 people visit the website every day. Virtual community of bloggers are said to be ‘blogging for democracy’ as they tell stories about the everyday experiences of citizens living in a volatile and perilous political environment.

**g) Citizen Journalism in South Africa: 2008-2009**

Article titled “Empowering the youth as citizen journalists: A South African experience” by Guy Burger examines these issues in general and in the light of experience at Grocott’s Mail newspaper in South Africa, which operates a project to encourage youth participation in media. The first phase of this initiative (2008–2009) highlights how specifically mobile ‘citizen journalism’ raises issues about the meanings of journalism, citizenship, identity and a local public sphere, especially in a developing country context (Burger, 2011).

Grahamstown, the site of Lindaba Ziyafika (the news is coming) project, is a small town of 100,000 residents in South Africa’s poorest province. It has an unemployment rate of some 40% that is borne mainly by younger members of the majority black community (Makana, 2009; Møller, 2008). Mostly middle class, the town had a third of English speakers and remainder speaking Afrikaans. 80% had at least a high school matric, meaning its readers were relatively well-educated adults (Grocott’s, 2010).

The right to participative communication was not a part of the historical trajectory, as distinct from the right to free speech and media freedom. There was not
an established culture of individuals and masse engaging in public communications, even at the level of phoning to comment within radio talk-shows, let alone in the form of journalistic output. Nonetheless, there was a (weak) community media movement, stressing access to participation in special purpose media, which saw a proliferation of dedicated community radio stations for this purpose. The spread of cellphones and other media platforms recognized possibilities in the relative ease of public participation, and became more open to this kind of input.

For a minority (15%) with Internet access, blog platforms proliferated, either independently or on media websites. (Goldstuck, 2010). People continued to express themselves in high electoral turn-outs, the ousting of an entrenched and elitist leadership in the ruling party in 2007–2008, and thousands of demonstrations, strikes and protests over working conditions and state service delivery. Civil citizenship thus appeared to be alive and well, both objectively and subjectively.

The Indaba Ziyafika Project was devised in part to provide a platform for journalistic communication that would both foster and demonstrate an inclusive and assertive citizenship. It was an experimental citizen journalism project, which forged a common public sphere of citizenship in action across the divides of race, residential area, class, language and especially age, particularly by exploiting new media technologies to enable a flow of information and conversation across the barriers.

h) Citizen Journalism in Iran: 2009

Citizen journalism has played a major role in 21st-century political events. The Website Twitter established itself as an emerging outlet for the dissemination of information during the heavy protests following the Iranian presidential election in June 2009. Although the protests did not result in a change in the election results or a new election, the tweets of de facto journalists showed the potential of non-traditional media to circumvent government censorship (Albarado, 2015).

i) Citizen Journalism in Nigeria: 2010-11

Sunday Dare, media advisor and an investigative journalist in Nigeria wrote a research project titled “The Rise of Citizen Journalism in Nigeria – A Case Study of Sahara Reporters”, in which he examined his country’s foremost citizen
journalism enterprise, SaharaReporters.com and says: “therein lies the future of journalism in Nigeria.”

He analyses the social context for the general emergence of citizen journalism and examines the immense following and support that citizen journalism receives in Nigeria. He argues the emergence of Sahara Reporters was fuelled by the interactive and investigative vacuum left by the traditional media in the country. Its style of journalism has spurred them into a new era of citizenship awareness, greater political participation and a greater demand for accountability and transparency from those that govern them.

The study suggests that in spite of its inherent weaknesses, citizen journalism can be fused with the traditional media to create a synergy that will be of democratic value to a democratizing country like Nigeria. Sunday concludes that ‘therein lies the future of journalism in Nigeria (Dare, 2011).

j) Citizen Journalism in Egypt: 2011

In Egypt, activists protesting the government of President Hosni Mubarak during the uprising of 2011, organized themselves by forming groups on the social networking Website Facebook (Albarado, 2015).

In the past several years, weblogs—frequently modified web pages containing dated entries listed in reverse chronological sequence—have gone from relative obscurity to immense popularity. Weblogs are popular in part because they enable easy, inexpensive self-publication of content for a potentially vast audience on the World Wide Web, while being more flexible and interactive than previous publication formats, print or digital (Herring, Scheidt, Bonus, & Wright, 2005).

Weblogs have come a long way since Turnbull (1999) first introduced them to The Scotsman's readership as “the latest Internet craze.”

k) New Citizen Journalism Project in Tunisia, Egypt, Jordan and Lebanon:

The Interactive Cultures research group worked in partnership with the US-based technology company Meedan on “Developing Citizen Journalists in the Arab region”, a two-year project funded by the British Foreign and Commonwealth Office (FCO) and the Swedish International Development and Cooperation Agency (SIDA).
The project was built on SIDA-funded initiative in Egypt, which worked with citizens in Tunisia, Egypt and Jordan, and with Syrian citizens in Lebanon, to help citizen journalists to become trusted sources. This initiative contributed to strengthening democratic media in these places, helped to sort fact from rumour, made informed political choices, and held their governments to account. The work empowered citizens to use social media technology to collaboratively report and verify news stories, and fact-check political statements (Wall, 2012).

L) Citizen Journalism Workshops in Northeast India:

Babul Gogoi held six workshops of “10 Tactics of Citizen Journalism” in Dimapur, Jakhama, Itanagar, Aizawl, Agartala and Shillong whose objective was to provide grassroot activists, technologists, journalists and development workers with an introduction to citizen journalism and hands-on experience in using new media tools for reporting and disseminating information. “10 Tactics is very good in terms of generating awareness about new media tools and tactics for activists” says Babul. During the programme, people talked about the movie he had prepared for them and different SMS campaign ideas. Some of the people who attended this workshop, ran help-lines for HIV/AIDS and the Right to Information Law. Most of the participants work on issues around women’s empowerment, livelihood issues, health, HIV/AIDS and women and child trafficking (Gogoi, 2013). During one month’s time, 10 Tactics was screened six times in five states across Northeast India.

m) Barack Obama meets Citizen Journalist

During the 2008 US presidential election marked a historic shift in American politics through the election of Barack Obama, one of the key characteristics of this campaign was the coming of age of the Internet. Author Tom Fiedler in a paper titled “Crisis Alert: Barack Obama meets a Citizen Journalist” discusses the occasion on which Obama encountered Mayhill Fowler, a citizen journalist, at a campaign fundraising event that was off-limits to the mainstream press. Obama’s off-the-cuff remarks about the reasons why some working-class voters might feel embittered about politics was dutifully relayed in a blog and sparked news headlines around the world. This was a crisis of an unusual sort for the Obama campaign to address, one that helped to reveal the changing nature of election campaigns in the age of the Internet (Fielder, 2011).
Indeed it can be argued that the role of ‘consumer’ and ‘citizen’ are similar, as both are constituted through the needs of a narrowing defined economic or political social system; yet these roles are also converging in terms of the contemporary ‘consumer-citizen’, where shopping has become a civic duty, and where journalism and advertising can be seen as providing the resources for society to educate and socialize people into an ‘ideology of consumerism’ (Ramanujam, 2006, p242).

2.5 Research Gaps

The review of literature presented provides useful insights in formulating related research gaps in view of the theme and framework of the present study. The following research gaps can be discussed after analysing the above reviews of literature.

1. In the Indian context, studies related to knowledge and practice of Citizen Journalism have not been found in the knowledge of the researcher.

2. Studies related to the phenomenon of Citizen Journalism emerging as ‘Fifth Estate’ in India have not been found.

3. No study related to participation of Indian Internet users’ on Indian Citizen Journalism websites was found.

4. Public participation in online media is dissemination of news on Indian Citizen Journalism websites – is an area that needs to be studied because of the influence that online media is having on Indian social, political and economic context.

5. No study related to the analysis of Indian Citizen Journalism websites was found.

2.6 Research Questions

The research gaps discussed above gave rise to research questions in the context of the need and theme of the present research. The following research questions are formulated for the study:
- RQ1: Can we identify the need/s (based on UG Theory) of participating citizens using Internet?

- RQ2: Can we find the relationship between level of participation on Internet by the civil society with its knowledge and practice of Citizen Journalism and opinion about Emergence of Fifth Estate?

- RQ3: Can we identify the citizen/s in Citizen Journalism and understand the rationale behind their participation?

- RQ4: Can we study the home page (of Indian Citizen Journalism websites) in terms of:
  
  ➢ Topics of discussion (national and international etc.)
  
  ➢ Time span/periodicity

- RQ5: Can there be a new dimension to the existing Berlo’s S-M-R-C Model of communication?

The literature review discussed in this chapter provided useful insights in identifying the research gaps and research questions of the study. Keeping in mind the above research gaps and research questions framed for the study, the research design of the study has been prepared. The formulation of the research problem of the study based on firm theoretical background will be discussed in detail in the next chapter.