CHAPTER V

FINDINGS, CONCLUSION AND SUGGESTION

5.1 Introduction

Today, the world was witnessing the rise of novel society, a society centered on ideas and creative ability, a society which allows the fusion of the most diverse efforts and knowledge to produce qualitative changes in all areas of human activity. The old forms of media are converging with computing and telecommunications to create nothing less than a new medium of human communication with the net at its heart. The new media technologies provide a wide potential for change in the way people interact as a society. The push for more dialogic models of news and citizen journalism is, as (Flew, 2008 pg.10) points out, associated with the uptake of internet technologies that allow open publishing, collaborative editing and distributed content. The internet is changing how news is produced by including the audience in the story telling process. The purpose of this research is two folds, one to identify the influence of users’ comments as a tool to agenda building and as a tool to bring about changes in the individual and thereby in the society as whole due to the ability to post comments on the news sites facilitating interaction between individuals and the journalists. A mixed methodology approach (triangulation) was adapted to using both qualitative and quantitative research methods. The important results of the finding of this study are listed below.

5.2 Interview with journalists

Today the journalists were slowly proliferating into the online environment. Most of the journalists interviewed had earlier experience of working both in the print as well
as the broadcast streams. Majority of the journalists have not received any formal training in the online news production process and moved on to the online environments while only one of the journalists interviewed has had a proper training into the online news production process. The journalists also felt that although there is an increase in the individuals using internet, the nature of the nesters is such that they do not click on link which need to be paid and the popularity of the internet is because most of the information available are free. The journalists were of concern that such attitude of users will make their production process expensive especially with the inclusion of multimedia and other interactive features in the online newspaper.

5.3 Online news sites an alternate to the print medium

These days’ users are equipped with smart phones, tables and continuous access to the internet. With the mind blowing leap in technology the news men are also vying with each other to attract its audience in updating them with news. Many journalists interviewed were of the opinion that online medium is indeed a rich substitute for the print medium although in India the circulation is on the increase. Some journalists observed that the nature of giving information had also changed. With the availability of access to the complete information journalist now have to provide a news package rather than mere information.

5.4 Journalists’ Internet Using Behavior

The present study shows that most popular tool used by the journalists was e-mail. The journalists used internet as one of their source to gather information and some also were of the opinion most of the information online were from its parent print medium and gets altered to suit the new medium. Although an alluring number of
journalists welcomed the open source format of the online medium, they were concerned with the quality of the content authored by the users. One key finding was that the news men also felt that online news competes with its own parent in the print version. In tandem with the views of (Chung, 2007), who identified three types of attitudes toward interactivity among the journalists. On one side there were the ’innovators’ who welcome the incorporation of interactive features on news sites. On the opposite side were the ’purists’ who follow the one-to-many traditional model of communication. Chung however finds that the majority of the online editors and managers were ’cautious traditionalists’. These interviewees expressed considerable uncertainty about how they should deal with the unique characteristics of the medium. This study also found that journalists view interactivity aspects with a pluralistic approach and many of them did fall into the category of “cautious traditionalists”.

The Journalists also observed that the interactivity features in the online news portals were not as advanced as their counterparts in the west. The limited use of Web features in Indian news sites were also due to the underdeveloped information and communication technology infrastructures. In Asia most home computers remain on dial-up and slow connection, For the Asians the broadband connection is still a thing of luxury. In such an environment, one cannot run high graphics version of its own website.

5.5 User Comments a Common Platform for Users and Producers of News

Today when the audience have muscled their way into almost every avenue of online media and especially journalism demand an active role. No longer can the news story be easily controlled from above, the audience demand to participate and push away area of passive participation. Even though news outlets appear to making efforts to engage the public in participation most of the journalist find users are latent in using
this forum to its full potential. Almost 50% of them do agree that these user authored content allow journalists to have a wider access to diverse point of view. Several journalists observed that internet users now have an opportunity to develop and respond to their content while the traditional newspapers are somewhat detached to their users. Large majority of journalists did agree that response to news vide the user comments does help them to gauge a trend in the requirement of the users and those news which captured their attention and interest acting as source for further dissemination of news. They were also of the opinion that such an open forum engages the users into meaning full dialogue thus giving an insight into their opinion, but to counteract their expectations the journalist did find these occasions to be rare. However, as (Neuberger and Nuernbergk, 2010) argue, higher levels of audience participation remain to be achieved, as user participation is still at its very beginning.

5.6 User Engagement in the Agenda Building Process

Research has shown that the tradition journalism was always a top-down model where the journalist gathered, framed presented and vetted news for its audience. This process called the agenda building process was a function besotted solely on journalists. Although earlier scholars (Lee and Yon 2010) have concluded that the perspectives conveyed in the comments may come to reflect public opinion, and was a major factor in influencing the presentation of news. This study shows that user comments were not a key to the presentation and framing of news. Further many journalists did feel that the user comments were not a factor influencing the decision making on an issue. More so the journalists are greatly concerned with the quality of the comments and insisted moderation on all websites. They were of the opinion that such untamed opinion and contents would create a cacophony rather than assembled thoughts. Another finding of this study was that the bulk responses to a news article
are the unique feature of the article and not the news website itself. Almost all of them agreed that the traditional mode of agenda building still exists in the news portal of online sites. All the journalists were of the concurrence that the user comments need some form of moderation which could be either pre or post moderation. On the contrary, earlier findings as in (Karlsson, 2010) focused on how users’ comments posted on four Swedish newspapers on specific new report of swine flu. His findings advocate that users’ contributions challenged the prevailing media frame, and took a critical stance towards mass media coverage of the issue. In tune with Karlsson, (Robinson, 2009) compared how professional and amateur journalists covered the anniversary of Hurricane Katrina in 2006. The most noteworthy finding of Robinson was that in several occasions users challenged the newspapers’ version of the story and expressed anti-media feelings, or considered themselves as collaborators with journalists. These two studies propose that users’ contributions widen the public sphere, while they also confront mass media’s role as gatekeepers. A common argument for the importance of the mass media is that professional journalists and editors possess the necessary expertise to select which stories make the news.

5.7 Content Analysis of Five Mainstream News Sites

5.7.1 Analysis of Mainstream Websites

Content analysis was conducted in 5 Mainstream websites, the Hindu, The Times of India, The Hindusthan Times, The Indian Express and The Deccan Chronicle. Even though user generated content is a recent development in online communication several scholars have studies the multiplicity features of interactivity in the online media. The space for the readers to add context and participate in the news production process takes different forms. A key finding of this study is that Times of India
incorporates all the interactive typology in its website while the other four newspapers have 60% – 80% of interactive features.

The main aim of this research was to include news stories with user comments for this purpose first 30 comments of each of the newspaper was included as a sample. The reason to choose first thirty comments and not random comments was to analyse and study the pattern of commenting leading to a dialogue among the users. It was noted that the Indian Express and the Deccan Chronicle were not included in the sample as these two websites did not have news stories with 30 and more comments. The mainstream news websites which had 30 and more user comments for the news story were Times of India 87.40% of comments, The Hindusthan Times had 10.64 comments and The Hindu had only 1.97% of comments. It can be assumed The Times of India was the most popular news sites from the users’ participation nature.

The researcher’s first question (RQ1) was to find if users’ comments broaden mass media agenda by raising new issues of public concern. Majority of the users (47%) of the comments of the users posted opinions for the journalistic articles. A slim majority (20.3%) of it was reactive. A finding that needs mention is that 6.49% of the comments were personal comments where people exchanged greetings and used the space provided to them not to discuss public concerns but rather to refer to personal issues. So as per earlier research it is clear the users use the space provided to them for posting their opinion than participating in the presentation and framing of the news.

It was observed that Hindu had only three types of stories Political with 47.44 % of Meta comments, and disaster with a 38.35% of Meta comments. As earlier research studies show that youth are the majority of respondents who read to online news and
prefer Entertainment and Human Interest, yet they were not present in the selected samples of news story with user comments. The reason could be that the level of moderation is high in the Hindu in comparison the Hindusthan Times and Times of India, both the online papers have recorded Human Interest, Sports and Entertainment as the top commented stories.

The overwhelming majority of users do not provide added information on reported news. This nature of users can be identified in only 20.25% of them were recorded as giving reactive comments which is a small majority who contribute to journalist article by giving additional information. These findings authenticate the fact that users do not show a strong sense of participation and use the space a forum to post their opinion on public issues (67%). Another key findings is that around 12.45% of the users discussed personal topics and also used abusive language.

While observing the journalists valence on news articles it was found that almost one third (29.03%) of the articles took a neutral stance and only 15.48% took a negative stance on issues, while most of the journalists take a positive stance (55.48%) on articles written. Most of the articles written by the journalists were also episodic rather than thematic. Episodic news stories concentrate on one issue while a thematic news story would concentrate on coverage of the issue focusing on the trends and highlighting on the background of the issue. Comparing journalists and users stance it seems that the journalists take a positive stance (55.48%) followed by the users as majority of the users (67.27%) took a positive stance. A mere 13.36% took a negative stance. This shows that the users do not challenge the journalists but rather uses the space as tool to write their feeling rather than raise new issues which could act a source to the journalists.
Another major findings was Political types of story was common to all three newspaper and majority 43.33% of the top stories were feedbacks for political stories followed by Society type stories which was 40%. The other three types which were popular among users was Disaster, Sports and Entertainment each with a 6.67%. The most popular news stories in the online media were the political stories as opposed to the belief that Entertainment scores more.

5.8 Survey of Users using Questionnaire

5.8.1 Demographic Details of Users

This study applied a non systematic purposive sampling method to identify and include users of online news. The age category was divided into 4 classes, although the sampling was purposive method the participants were more less equally distributed among the age group 26-35 (28.5%), 36-45 (24.5%) and 46-55 (30.5%). The respondents in the age group of 16-25 were only 16.5%. While there were no respondents above 55 years which could be due to lack of familiarity and use of computer technology. A key finding is this study was 37% of the participants were undergraduates and 33.5% had a Masters Degree and 29.5% of them were professional while participants without an educational background were not included.

Participants for this survey predominately belonged to the service industry (37%) while respondents of various occupations such as students, Business, Finance, Freelance, Industrial and also Government were also included.

The demographics of internet revealed some unexpected findings although higher income level (5 hundred thousand and above) are well represented (50.5%), even the strugglers whose income levels ranges from 100 thousand to 500 thousand have
internet access (43%) as opposed to earlier survey which states that struggles are slow in accessing the internet.

In consistent with earlier research by Qureshi and Hoppel, 1995, who say men are faster in adopting computer technology than women, this research found that there were overwhelming majority of male respondents (78%) compared to a slim participation of the females respondents (22%).

5.9 News Reading Habits of Respondents

The emergence of the internet and the making of online news have challenged traditional newspapers and the journalists work process. The internet has changed users’ information consumption habits and behavior drastically with the advent of the online newspapers. The present consumers of news rely on multiple sources for their information. The finding of this study shows that the transformation of news has taken a heavy toll on print with only 78% of the respondents preferring newspapers while Television more stable as it is still holding on the next generation of news consumers (89%). The online news continues to grow with more people getting their news on their smart phone and mobiles (99.5%). The proportion of people who continue to access news from radio is declining (10.5%). Even though the internet is becoming a popular medium of access of news only 18.5% use it every day while a marginal majority (38.5%) uses it four to five times in a week. This shows a novel trend in accepting the internet as a major source of information.

5.10 Preference to Online Newspapers

Online newspaper has been widely accepted as another source for news among the news consumers. The online newspaper invokes a good number of audiences due to
its unique presentation and delivery. Timeliness is a key factor in attracting online news consumers followed by convenience and more choices of news. An alarming finding was that the interactivity and multi modality a key feature in online news was not a pertinent factor in attracting online news readers. According to a study “Comprehensive Indian Internet usage Statistics 2012” the news category appears to be one of the most engaged, with up to 5 minutes spent on it by each unique visitor which coincides with the results of this study which found that the news was the most preferred activity by the online users (97.5%) followed by blogs (86.5%).

A growth of 54% has been noted in the news category, with multiple means of accessing the news, including mobile devices. This is lesser than the global average of 80% but is catching up. Yahoo-ABC News Network leads from the front with a July 2012 reach of 20.4%, followed closely by The Times of India at 18.7%. This study however shows that the most preferred news sites were the Indian Express and The Hindu while the Deccan Herald, the Statesman and Deccan Chronicle were the least preferred sites.

The interesting fact in this study was that, taking a poll was a widely used interactive tool (67.5%). While many of the respondents also clicked on hyperlink embedded in the story (66.5%) and an equal number of them watched an interactive graphic (66%). Around 55% of the respondents also posted comments on the news stories and another 58% of them viewed the advertisements. Listening to audio was vulnerable and least used (19.5%)

5.11 Impact of Online user comments on the users

The user comments has played a ubiquitous role in changing the attitude of users and the authors of the news story in opening a democratic and open dialogue which was
never there before. An all encompassing unique feature which allows the users not only to post their opinions but also challenge the journalists has brought in an incredible change in the role of the users. An overwhelming majority of the users have agreed that user comments are a source of expression while a small number (3.5%) have disagreed. An important observation is this study is that users agree with the journalists' opinions that these comments play a very minimal role in changing the presentation of news and also that there is a slim chance that participation of readers in online news comments do not have an attitudinal change in inter-group relationships and perceptions.

This study confirms that there is a significant relationship between the age and the users’ opinion on online user comments as a source of expression. It was also found that there is no significance on the demographic variables and the attitudes of individual of users on online news comments although the space provided acts as arena for free expression regardless of the legal actions news organizations may face to protect the readers face.

The results of this study shows that behavior of respondents are same immaterial to their age, educational level, gender, occupation and profession in their thoughts on user comments as an influential factors in the presentation and distribution of news.

Further the findings indicate that the 31.6% of them belonging to the age group 36-35 strongly agree that participation of readers in user comments influences their perceptions in inter group relationship and perceptions 24.2% of the age group also agree there is an attitudinal change while people belonging to the age group 46-55 are unsure or not decided (36.1%).
In this study the results of F test applied to various demographic details and the usage of online newspaper shows that the age, education level and gender does not have any significance on the usage of online newspaper while occupation had a significant relationship on the usage of online newspapers.

In studying if the user comments act as a source of expression in relation to usage of online news t-test was applied to find whether online newspaper scores do not differ significantly between user comments as a source of expression. The finding showed that the usage of online news remained a significant predictor in identifying user comments as a source of expression. The findings also showed that there was a significant relationship between the usage of online news parameters such as user comments as means in developing a dialogue among users, help changing the presentation, the way user comments affects the attitudes of individual who either participate or are exposed to such comments.

The finding also shows that the usage of online news had a significant relationship in the way user comments reshapes discussion and debates within and across in a society, and also the way participation of readers in online news comments have an attitudinal change in the inter group relationships and perceptions. Added to this the usage of news was found to have a significant relationship on the way comments help to voice the readers opinion.

The study also carried out cluster analysis which identifies the distance and similarities in the behavior of the respondents. The opinion of the respondents regarding usage, user comments were used for this analysis. The main purpose of this classification is to see whether respondents can be grouped into similar characteristics. The first cluster respondents were involved in the online newspaper
but were reluctant in their opinions user comments and were classified as ‘Indifferent’. The respondents in the second cluster represent more for usage characteristics like Timeliness, Convenience, and interaction etc. as their involvement was fervent and encouraging they were grouped as ‘Enthusiastic’. The third cluster group of respondents, who were less involved on all items when it comes to online new sites have scored less compared to ‘Enthusiastic’ and ‘Indifferent’ but have underrated almost all items regarding user comments. Hence the cluster 3 respondents shall be called as ‘Critics’. The names given to the respondents who belong to the respective cluster groups identify more or less their personality dimensions relating to online newspapers and user comments. The results indicates that the age has an influence on the behavior and usage of the internet While other variable such as education level, house hold income and gender do not have any significant relationship with the cluster groups and therefore the researcher assumes that the demographic variables such as education level, income and gender are not a major influential factors in the pattern of the using the online news.

Another major finding of this study was that the online user comments as a source of expression has a significant relationship on the cluster groups.

5.12 Conclusion

The research study examines the user generated content in the form of user comments in five mainstream online news media, aiming to understand the way in which these comments given below the news article help to change the perception of the users at one side and the journalist’s attitude towards a new hybrid collaborative journalism on the other side. In order to understand the influence of user comments this researcher had adopted a mixed method (triangulation) using both quantitative and
qualitative methods such as survey, content analysis and in-depth interview with journalists.

The research has its basis on communicative action in which actors in society seek to reach common understanding and to coordinate action by reasoned arguments consensus and cooperation (Hebermas, 1984). In the online media the users share the same platform with the journalists and with one another never before found in the journalistic circles. The study also confines to (Deuax, 2003) participatory mode of communication where the audience are not under strict editorial contents as in the online media in comparison to the closed participatory mode as in traditional forms of communication which comes under strict editorial content. The research also explores the role of the audience in the agenda building process in a participatory set up of news consumption as found in the online news.

5.13 The role of Technology in the News Process

The advent of technology and internet has seen a steep growth in internet using habits. While the adoption of internet as medium for news is in leaps and bounds in the Western and Nordic countries, the Indian scenario is completely different. The findings of this study show that most of the audiences prefer television and newspaper as source for news consumption along with internet and as the PEW study indicate today audience are “Integrators” using more than one source for their news consumption.

The adoptions of interactivity in the new media have caused different feeling among the users and the journalist. The journalists do feel that integration of user comments and interactivity in the online news are no longer considered as a matter of choice but of necessity. Indian online media are slow to adopt these interactivity features
because of the lack of broadband facilities and also due to the fact that today’s internet audience log on to any website to consume news or information as far as its is free. This attitude of the audience is an obstacle to creating a well developed interactive website. Again the study shows that the users prefer online news more for its convenience and timeliness and not so much so for its multimodality features. As in earlier research have concluded that interactive and personalization features are not always utilized by the readers (Chung, 2008). A key finding of this research also shows that the users favor The Indian Express news site but contrastingly the content analysis shows that Indian Express did not carry user comments.

In recent years India has seen a phenomenal increase in the circulation of the printed papers, the rationale being that the education level especially in the rural areas and small towns are increasing leading to an increase in reading the printed newspaper, while the internet is still is in its nascent stage in this country and adoption of online news was slow. The journalists on the other hand were proliferating into the online medium without a full fledged training to equip themselves to handle the nuances of the new media. This situation has led to most of the content being modified from its parent version of the printed news paper. The study also showed that many journalists and their organization were weakly aware of the changes taking place and their implication for a professional practice. As a scholar has rightly concluded that that issues raised by the new form of communication and journalism in particular invite one to not only to make better use of what one knows but also open oneself to new ways (Singer, 1998).
5.14 User Comments - A Tool to Agenda Building

The main aim of this research is to find if the user comments and interactivity features broaden the media agenda in giving new insights into the journalist authored stories. The result of the mixed methods showed that some of the attributes of the users were in concurrence with earlier research in that the postings of users were largely opinions which coincide with the journalist opinions that evidenced that such incidents were rare. Stories and ideas that are prevalent and popular within the media quickly become prominent in the public mind (Bruder, 2008). The content analysis shows that “meta communication” was recorded as the highest where users respond with their opinion to the journalist authored stories. Comments which were interactive and interpersonal were a small majority. A large number of posts react to the journalist article or relate to the article in some form rather than reacting to each other. Overall the space provided to the users were used to vent out their opinion rather than contributing to meaning full thoughts which confirms (Schultz’s, 2000) who assumes that within an online environment of a mass medium the discussions would relate primarily to the media content. It also shows that individuals react to the news story on a person to person basis rather than a collective action. Thus comment sections are more a, “open mike access to a wide audience” (Busy and Gregson, 2001). In traditional media online newsrooms, news production was strictly seperated from users. Interactivity was developed because it was deemed as an ideal to be perused by online journalism, but newsrooms tried it not to affect news production. While online newsrooms of traditional media understood user forums mostly as a problem to manage (to avoid inappropriate content), for the online portal editors user comments was an opportunity to enrich news with quality input form users. Nonetheless, the professional culturealso shaped the strategies of the news.
sites. The desire for recognition among professionals also made them reproduce most of the traditional routines as concluded from the interviews with the journalists in this study. Journalists defended their professional values in selecting current events and deciding the hierarchy of what stories worthiness decisions were not comfortable ideals, while users’ comments as producers was restricted to postings.

The finding of this study also suggests that the online comments of personal nature were found in The Hindustan Times and The Times of India and never in the Hindu. The fact being that the moderation in the Hindu websites were higher in comparison to the other two news websites. On reviewing the pattern of commenting the Times of India can be considered as the most popular paper in contrast to earlier survey and the survey done for this study shows that the India Express is the most popular online newspaper concluding that the users perception of the news and the journalists perception contradict one another. The more often people converse with ideologically similar others meaning having ‘‘safe discussion’’, the more they judged the news media to be inconsistent with the public’s opinion, and thus, biased (Eveland and Shah, 2003). The moderation levels as some of the journalist interviewed view it is to filter and pre-moderated the comments to fit into the brand image of the website According to Waldman (2006) moderation becomes more difficult as blogs and other areas encouraging interactivity become more popular (quoted in Hermida and Thurman 2009).

5.15 User Comments – a device to enrich mass media content

Internet based news sites have caused an array of changes in the way news is produced disseminated, consumed and the ability of the users to post comments. Online newspaper also report the most commented articles as in Times of India, The
Hindusthan Times and the most popular articles. The study focused on the user comments germane to sharing and discussing issues on par with journalist as well as the users themselves to bring about a meaningful discussion and a dialogue. As in earlier studies not only are readers’ comments widely available on Internet news sites, but they are also frequently read: 84.3% of Internet news users reported reading others’ comments at least once a week (Na & Rhee, 2008). As participation is the practice of online news sites the study found that the users use the space to share their opinions and not so much to enrich the media content. Although journalist agrees that the comments act as source for future articles the content of the comments do not add to enrich the mass media content as such occurrences are rare. This finding contradicts earlier researchers who have concluded that user-generated comments significantly alter not only other readers’ perceptions of what public opinion on a specific issue is, but their own personal opinion about the news issue, independently or in conjunction with other factors (Kim & Sun, 2006; Lee & Jang, 2010). Again the numbers of comments per post were seasonal according to the journalists’ interview in this study and not on the popularity of the news article or the news website. This result coincides with a study on online news stories users read for longer than print by Stephen Brooke shows that people read web news stories for longer than they read print new stories. According to the world’s most famous news paper designer Mario Garcia the survey conducted by the Poynter institute used eye tracking technology on 600 people. The study found that people read online stories more deeply and for longer in every newspaper section news finance, sports and culture. Two type’s of readers read print and online the study found. Scanners who flit from one item to the next and methodical who read at greater length Garcia said that both print and online titles need to cater for each type. The findings of this study was that most crucial
aspect of design for both print and web was navigation, lists and navigation tools are most important to online readers than pictures and pretty design. A content analysis done on this study shows that the exchange of thoughts are not polite, intelligent or open minded. This tsunami of online debate does not always fit the ideal of the Internet as a sphere for engaging meaningful and engaging discussions, flourishing debates and intellectual creativity. The language used was often not well informed, obscene and vicious. Discussion can be irrational, unordered and reactive with little factual content.

Overall the study concludes that the users’ perception of news consumption and the journalist perception contradict each other as (Mosco, 2004) argues that the entry of such new technologies always has been surrounded by myths about their revolutionary powers. The telephone, the radio, television and the computer were all surrounded by mythical pronouncements on how they would cause “the end of history, the end of geography and the end of politics” (2004, p. 13). Needless to say, these technological inventions did change the world dramatically, but not in such a quick and radical fashion the fortune-tellers seemed to believe. Although many researchers of recent times have concluded from their studies that journalists’ broader acceptance of the interactivity aspects and are open to user comments, the reluctance to involve the users in the framing, skimming and dissemination of news is obvious. The interactivity aspect and collaborative journalism has to go a long way to actually use users actively in the framing, skimming and dissemination of news.

To conclude the research on interactivity especially the user comments in online journalism, it seems clear that online news sites are becoming more and more interactive, first and foremost regarding human -to- human interactivity. Users are allowed to contribute to the content production by submitting photos and videos and
by commenting on stories and participate in discussion forums. However, users are seldom allowed to participate in the selecting and filtering of news. The traditional norm of gatekeeping is thus still very much in place in the practice of online journalism. Furthermore, the research reveals that online journalists and editors are becoming more eager to interact with readers, but organizational constraints like time pressure and the utilization of freelancers prevent them to a certain degree to do so. Last, but no least, user studies suggest an overwhelming indifference with interactivity – it seems that people prefer to be passive consumers, not active producers.

5.16 Suggestions and Future Research

The online news forums although allowing users to interact and participate in their websites, were undoubtedly reluctant to open up most of the news production process to the active involvement of the audience. Further research could explore areas where the websites restrict or foster openness in their website. Interviews with the journalists showed that all most all the journalists do not reply to the comments either fearing criticism or reluctant to get into an argument with the users. The western websites have adopted methods where users were given their own space as in “my space” and another features of the western sites were that the journalists replied to the comments which showed a peer to peer sharing this system should be adopted. An analysis should be carried in areas as in the; Professional context: existing newsroom, organizations, journalistic culture, ethical guidelines, media tradition.

On the other hand the actual quality of the users had to change with users becoming more accountable to what they comment on instead of using the space provided to them to vent up their opinions as concluded in this research. Research could be done
on the different approaches of the audience participation. It could also be valuable to compare comments across different platform and countries. Research approaches of this kind would further to contribute to a better understanding of this newly emerging participatory form of online journalism.