

ATTITUDE OF PEOPLE TOWARDS SOCIAL NETWORKING WEBSITES AND CITIZEN JOURNALISM

SHIPRA DUA PIPLANI

Assistant Producer with Jagannath Institute of Management Science, Delhi, India

ABSTRACT

New technologies have led to new ways of thinking, practicing and producing journalism content in India. The Internet has enabled the people or public to enhance awareness of events, issues in India. The study aims to know the attitude of people of Urban and Rural Area towards Social networking websites and citizen journalism. The survey method was used to collect the data. The statistical tool t-test was used to analyze the data . This was used to know the significant difference of attitude among the different places of residence. The study highlights that the majority of the people thinks that Citizen Journalism is real journalism done by citizens and not biased and gives the opportunity to participate.

KEYWORDS: Citizen Journalism, Social Networking Websites, Urban Area and Rural Area