TRUSTED SOURCE OF INFORMATION WITH SPECIAL REFERENCE TO LUCKNOW

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Abstract

There are many sources of information available in the country for citizens to get reliable information, which not only affects their social as well as personal lives. That is why social media has become a very cheap and effective means of spreading false or correct information or propaganda about anyone. By which they have been able to make someone's mind and decision in their favor. The purpose of this paper is to find out which source people consider to be the most accurate means of information. It is divided into several parts; the first part is the introduction, under which the information resources and their effects are introduced. The second part is the literature review, under which the analysis of research papers based on the information and its effects has been included. The third part is the research methodology, under which Primary data was collected by questionnaire based on elements obtained from literature review and analysis done by SPSS with descriptive statistics and found that the university students are very conscience about fake news and other information getting on social media. The fourth part analysis includes an analysis of all variables. In the fifth part discussion and conclusion, the research concludes that In the case of students in comparison to elder's research done by Oxford University, this research work can be done by selecting of a wider universe, with many statistical tools.

Key points: fake news, news sources, detections, primary data, etc.

1.1 Introduction

A reliable source of information for its listeners is like those parents whose children are obedient, they not only blindly trust what they say but also follow it throughout their lives. In the same way, those who follow the right information use it not only in their daily routine but also in increasing their knowledge.

In India, the main source of information for a child used to come first to the parents, then to the teacher and then to other resources. But now for the information of a newborn child, first the parents have taken the mobile and social media platforms. After this the teachers come, and today students argue with their teacher by believing the information received from social media, Which at times affects the lives of teachers, students and parents, etc.

This suggests that the first sources of information for a child in India were parents, siblings, grandparents and other family members, teachers, books, TV, newspapers and social media. But now comes i.e. parents, social media, TV, teachers and books, etc. During 1990s only types of media known to companies were television, newspapers and radio, but in the early 2000s, revolution in media was seen and the world was exposed to social media (S.A. Singh, 2021). Its shows that social media has become an integral part of not only our children but our lives. It's happened it's free of cost, easy to access, and anyone can fast disseminate posts (Kai Shu at el. 2020). So it's easy and seamless way to express their feeling and thoughts on social media, that's the reason why on an average Indian are spending 4.50 hours on social media as per lasted report 2022 (TOI, 2022). So every Indian surrounded by pool of information, it become so difficult for them to understand which information true or fake, So the main objective of this article to find out the more trusted source of information to citizen, getting true information.

2.1 Literature Review

Word 'Media' is the plural form of the medium; it means any way of communication (P. Kumar and K. Singh, 2019). Communication can be made through the interaction between two people physically or it can be made through a third person. This third person is known as a medium between two to pass information from one person to another. This third person may be any medium of sources of information (News) i.e. family, teacher, friends, society, printed paper or newspaper, digital paper or newspaper, television, and cinema, etc. they are the main source of information to cater to masses. Till the 21st century information given by these sources people either take them as information or entertainment purpose with clearly mentioned categories. After booming social media platforms means sharing or spreading own information and achievements by a particular user among their followers and virtual friends. Due to seeing the achievements of many users, many political (opposition and ruling) reached through social media in their personal life to count their achievements among the public. Due to this, he started to prove his selfishness by sharing wrong, half-incomplete information many times to prove his point and party right. And the public also started to believe excessively in social media. This fact is also proved by the research done by Oxford University's Reuters Institute for the Study of Journalism found that most the trusts in India trust the information shared on WhatsApp (54%) (Zeenab A. at. el. 2019), study included not only social media platforms but also news portal and newspaper publishing India. Due to this fake news and misinformation increase among young minds which shows a study shows they like to share content that connected their interest, regardless of its truthfulness, which affects the credibility of information (Paula H. at. el. 2020). During the Covid -19, there are so much fake news and miss-information shared which shows research that the covid-19 infodemic is full of false claims, half-backed conspiracy theories, and pseudo-scientific therapies, regarding the diagnosis, treatment, prevention, origin, and spread of the virus (Salman at. el. 2020). Apart from many fake news detections websites and news agencies are working during that time many well-educated people trapped in misinformation and harmed themselves as well as society. Therefore, knowing and telling the truth of wrong information is not only the responsibility of news channels and websites but also the responsibility of the listeners/ readers. So the main of this article to formed a relationship between news consumption and social media platforms.

3.1 Rational of the study : As everyone knows that there has been a huge increase in internet consumption due to the introduction of 4G in India after the lockdown and information revolution, now India has become the second largest IT based market in the world after China. Because of which there has been a flood of information, it has become very important to know the methods of extracting correct and accurate information from this flood. This research will help in understanding the importance of correct information in the social media era.

According to the literature review, it can be said that the use of social media in news has increased, due to which the flow of fake news, miss-information has also increased. These studies described in the literature have missed taking into account the responses of the consumer coming from the university background.

Objective of research

1. To study the consumption of social media
2. To study the consumption of news
3. To study the propensity to know the true information

3.2 Scope of the study

It's an attempt to investigate relationship between social media platform and news consumption among young minds of age group of 15-35. The study covers social media consumers and university students which are coming from both rural and urban areas. They are newly exposed to social media during covid-19 lockdown for their study now in a university environment to get their graduation and post graduation degree course. For them researcher distributed a small questionnaire of 15 questions which belongs to their demographic and social media behavior.

3.3 Significance of Study: -This study can help marketers, media personnel and scholars for a better understanding behavior of young generation toward social media and news consumption. This study may help newly media and business startups to make their marketing strategies to get attentions toward their products (news, social media platform, goods and services).

3.4 Hypothesis

❖ H0: students are using social media platform
❖ H1:students are not using social media platform
❖ H0: Students are consuming news on social media
❖ H1: students are not consuming news on social media
❖ H0: students are keened to know true information on social media
❖ H1: Students are not keened to know true information on social media

4.1 Research methodology

This section of the article taken from work (Dos G. and Chatuverdi R., 2020), which use for the assessment of consumer orientation,

1. **Research design:** researcher preferred to use survey methods as research strategy. Survey strategy allows researchers to collect a large amount of data form a sizeable population. That data is often obtained by using a questionnaire that enables the collection of standardized data, which allows for easy comparison. So this data can be expressed in numbers and analyzed quantitatively, for these reason researcher found survey strategy to be the most suitable for this study.

2. **Sampling methods and size:** researcher chosen strategic sampling under the planned sampling, the basic elements of studied are mainly the university students

   I. **Scale use for measure-** For measuring, I preferred to use closed ended questions with multiple option, for making the following steps

II. For the survey, the questionnaire has been divided into four sections, **demographic information, social media presence, news consumption strategy and intentions toward true information**. Each section have four questions

3. **Data collection:** In this study as researcher said earlier that primary and secondary both data are used, so the most suitable method to collect primary data is questionnaire/survey method. For the secondary data collection visited various news portals and various journals, magazines and thesis for the literature review. For primary data collection, researcher decided to collect 100 questionnaire from graduates and post graduate students, to create more heterogeneity in the data universe of 100 respondent divided in to five section, and 20 questionnaire collected from each departments i.e. Home Science, Management, Commerce, Engineering, and journalism etc.

4. **Method of analysis**- After data arranged by using SPSS, 98 responses have been found fit for making analysis of study. Analysis done by using variables frequency in percentage and bar graph of each variable, After making all variables of a sections, then researcher adopted average method of each variables, making conclusion in each section.

<div align="center">Analysis and findings</div>

A. **Demographic Profile:** This section includes respondents' information i.e. age, gender, education level or class, etc.

1. **Gender: -** About 57 percent of female respondents and about 43 percent of males participated in this research, which is shown in both the frequency table (A1) and the bar graph (A1).

<div align="center">**Gender**</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	42.9	42.9	42.9
	Female	56	57.1	57.1	100.0
	Total	98	100.0	100.0	

<div align="center">**Table -A1**</div>
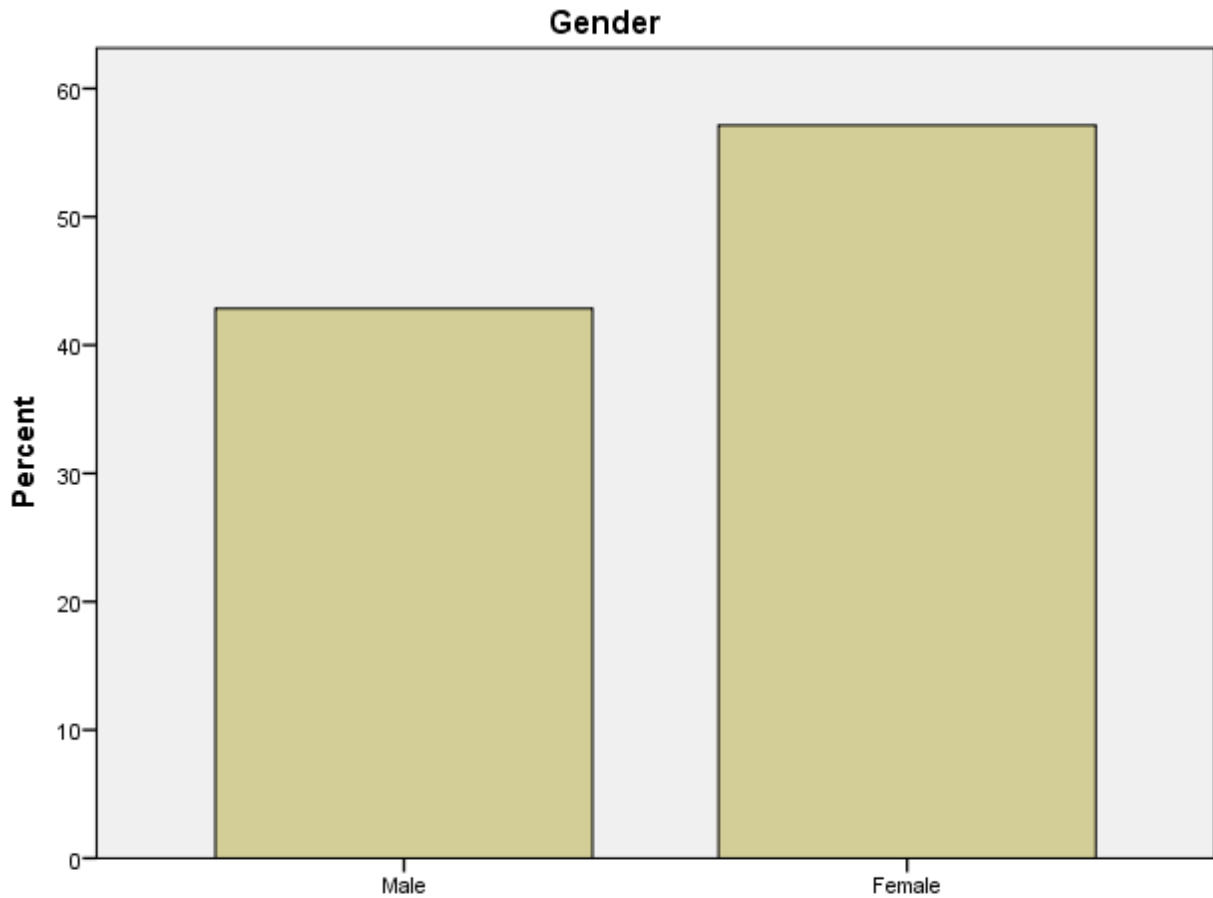
Gender

Graph-A1

2. **Age Group:** Most of the respondents are undergraduate and postgraduate students, so the maximum number of respondents is 15-25 in 99% of the total respondents, which is visible in Table A2 and Graph A2.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	67	68.4	68.4	68.4
	20-25	30	30.6	30.6	99.0
	25-30	1	1.0	1.0	100.0
	Total	98	100.0	100.0	

Table-A2

Age
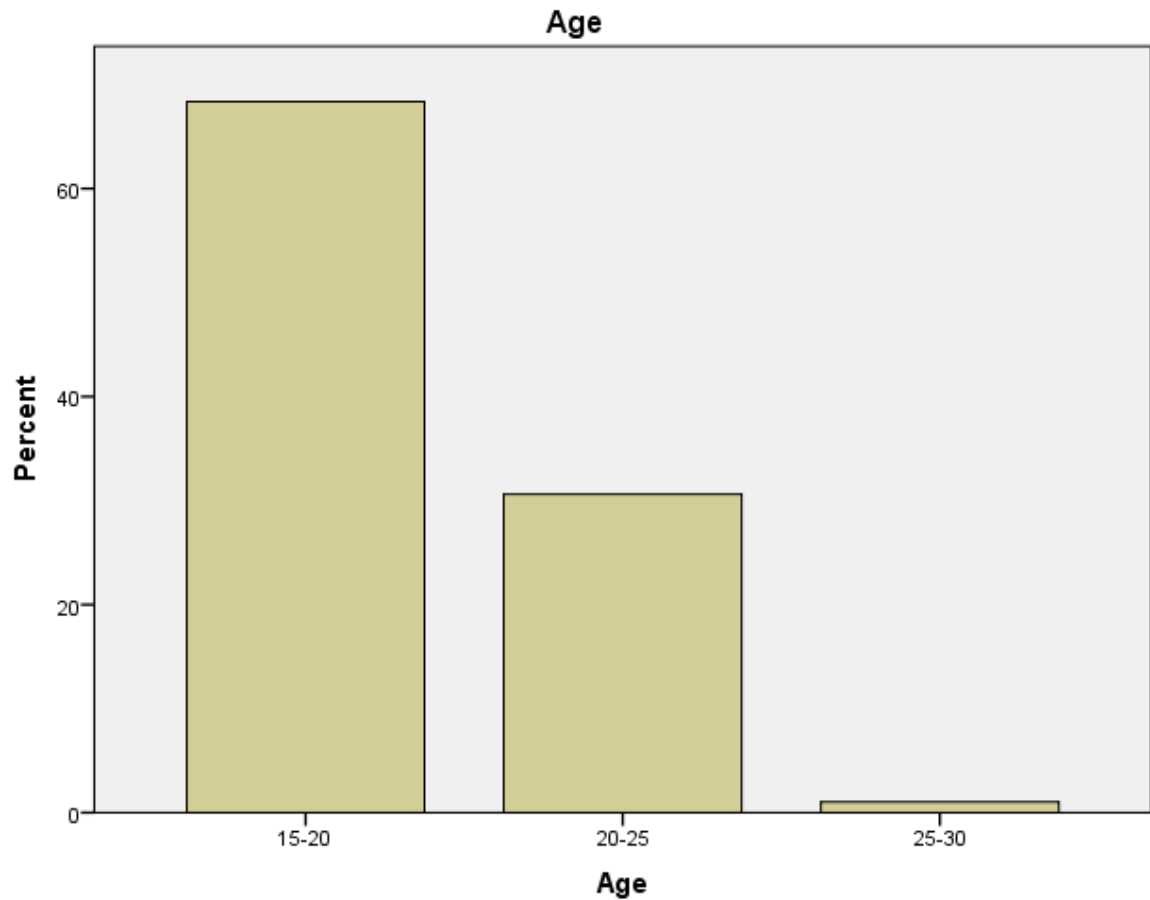
Graph-A2

3. **Class:** The respondents (students) are mainly from a university campus their qualifications or courses classification are given in table A3 below and graph A3. Under graduate students (79.6%) and post graduate (20.4%)

Class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under Graduate	78	79.6	79.6	79.6
	Post Graduate	20	20.4	20.4	100.0
	Total	98	100.0	100.0	

Table -A3

Class
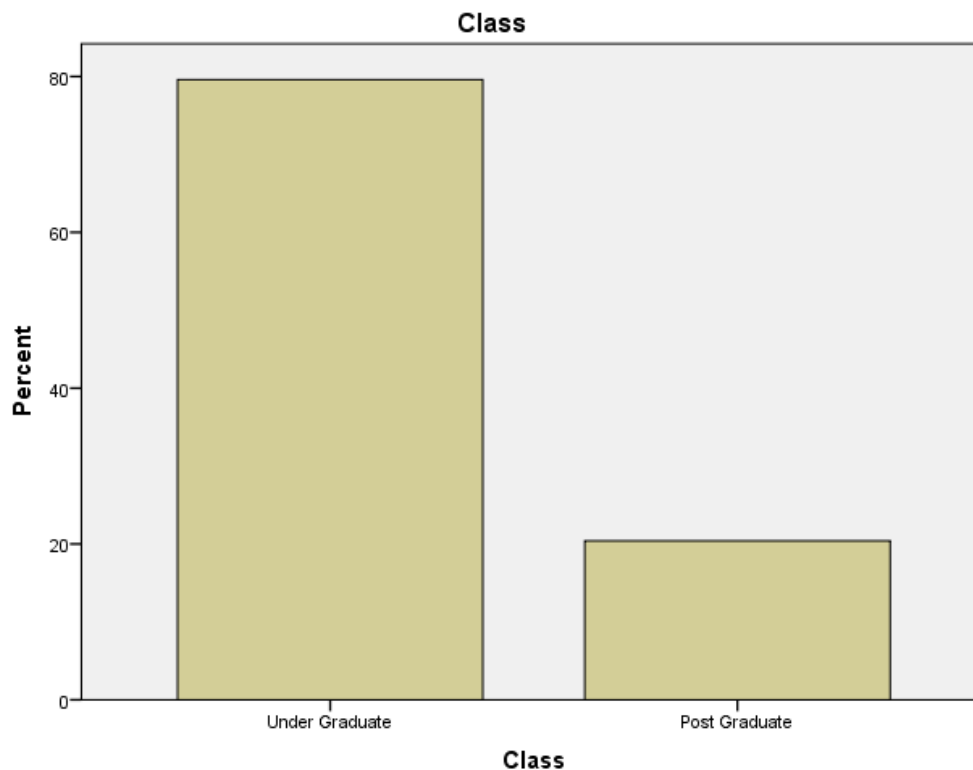
Graph-A3

**B. Social Media Presence:** As it is the era of social media, there is no one to stay away from social media here. Somehow they are directly or indirectly involved in it. So this section will give information about the social media presence of the respondents.

1. **Social Media Account:** The research suggests that around 93% of the respondents clarified that they have social media accounts, another 7% visit other social media information providers i.e. social media platforms like YouTube. Table A4 and Graph A4

Do you have Social Media Account?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	92.9	92.9	92.9
	No	7	7.1	7.1	100.0
	Total	98	100.0	100.0	

Table B1

Do you have Social Media Account?


Do you have Social Media Account?
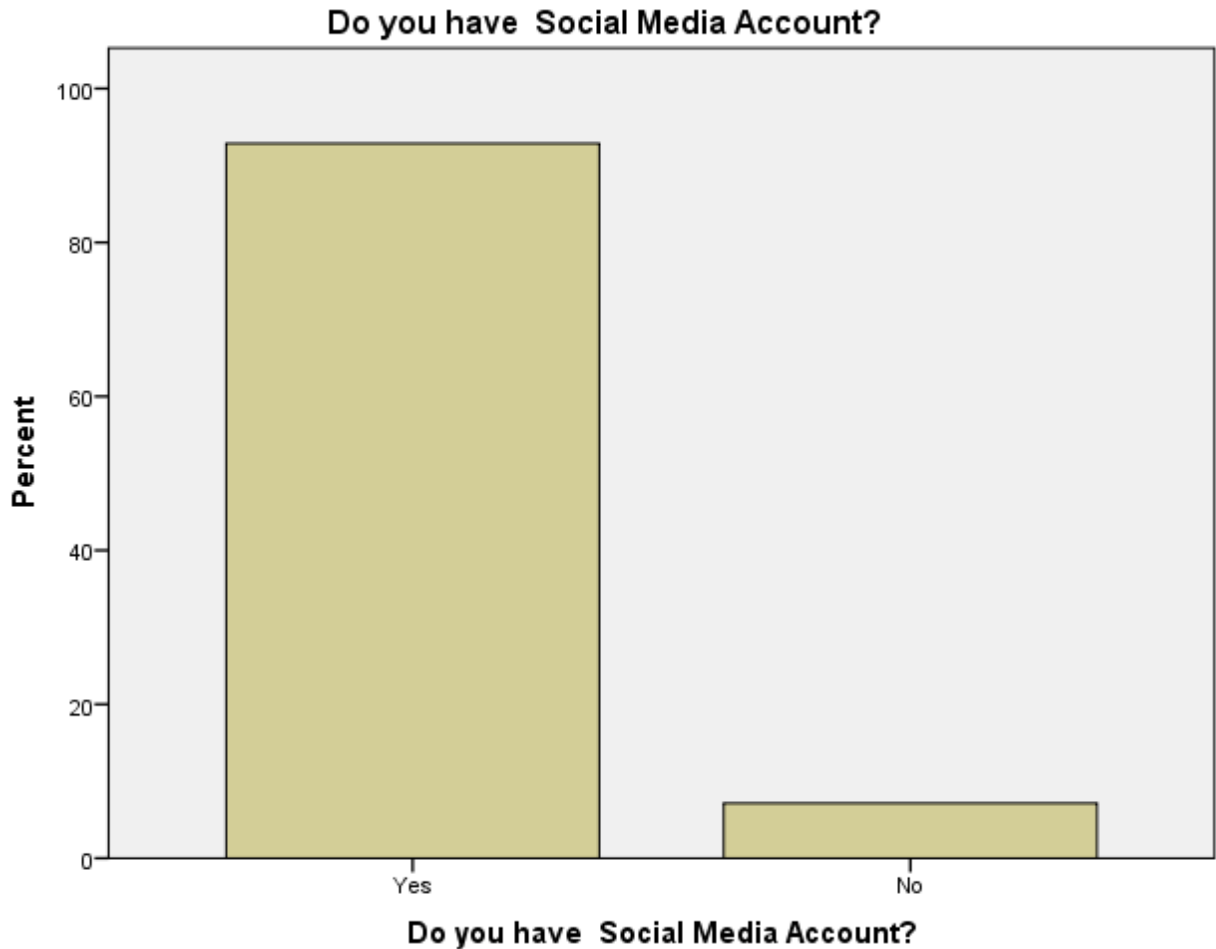
Graph B2

2. **Engagement in social media platform:** for that researcher asked about engaging social media platform, which shows that most of young respondents engagement, Instagram (66%), Facebook (10%), Telegram (8%), and other social media platform (14%). Instagram holds maximum young population

Which Social Media Platform do you find is more engaging?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	10	10.2	10.2	10.2
	Twitter	1	1.0	1.0	11.2
	Instagram	65	66.3	66.3	77.6
	Telegram	8	8.2	8.2	85.7
	Other	14	14.3	14.3	100.0
	Total	98	100.0	100.0	

Table B2

**Which Social Media Platform do you find is more engaging?**
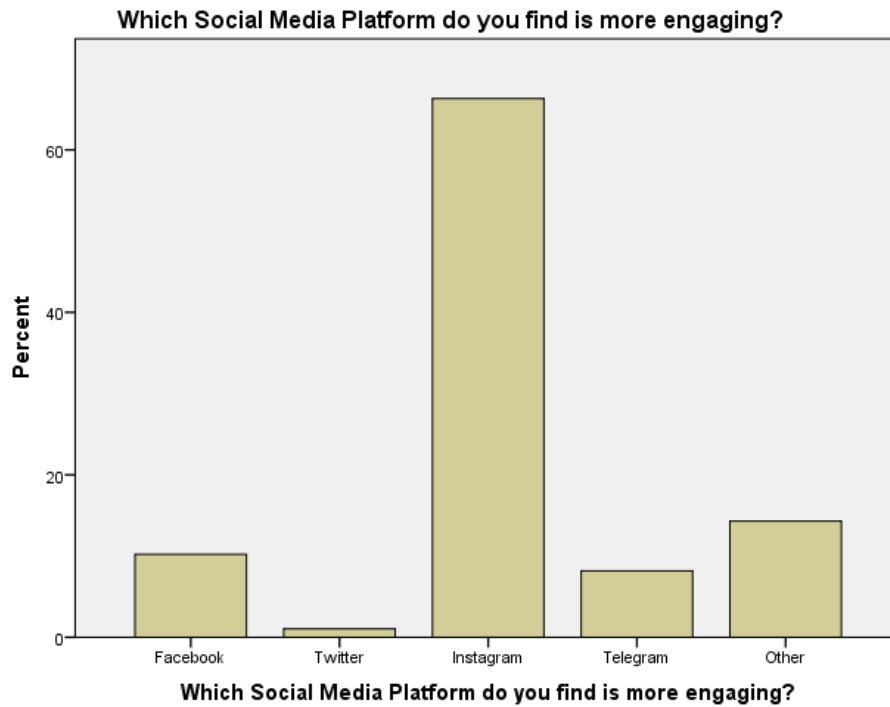
Graph B2

3. **Time Spent on social media:** The use of social media in India is given very little time as compared to other countries. As found in this research, about 47% people two hours, 26% people five hours, and 16% people eight hours, 10% people whole day etc.

How much time do you spend on Social Media Platform?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Hours	46	46.9	46.9	46.9
	8 Hours	16	16.3	16.3	63.3
	5 Hours	26	26.5	26.5	89.8
	Whole Day	10	10.2	10.2	100.0
	Total	98	100.0	100.0	

Table B3
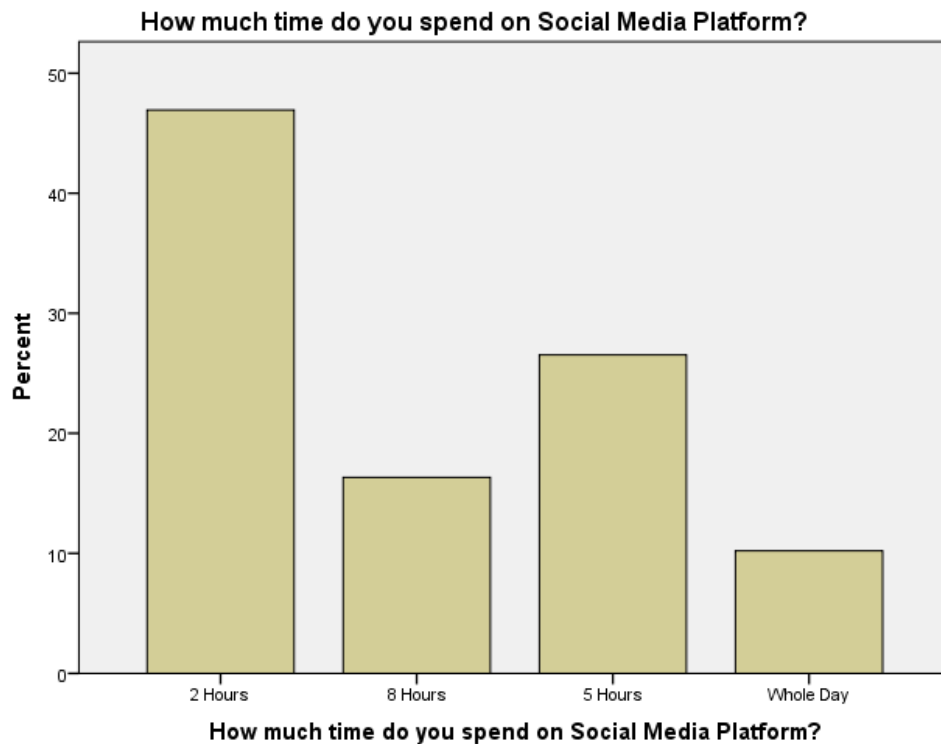
Graph B3

C. News Consumption Strategy: Many social media platforms are providing the facility of news. Because of this, people use social media to read and watch news, in this part people's day starts, and social media platform is doing for news.

1. Start of the day: its shows that young people are neither more health-conscious nor social media in the morning, which is shown by this table (C1) and graph (C1) where maximum young respondents start their day with gym, household activities, reading newspapers and watching TV etc., and the least number of respondents start their day by checking their social media accounts.

How do you start your day?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gym	13	13.3	13.3	13.3
	Household Activities	34	34.7	34.7	48.0
	Watching TV	1	1.0	1.0	49.0
	Checking Social Media	34	34.7	34.7	83.7
	News Paper	16	16.3	16.3	100.0
	Total	98	100.0	100.0	

Table C1
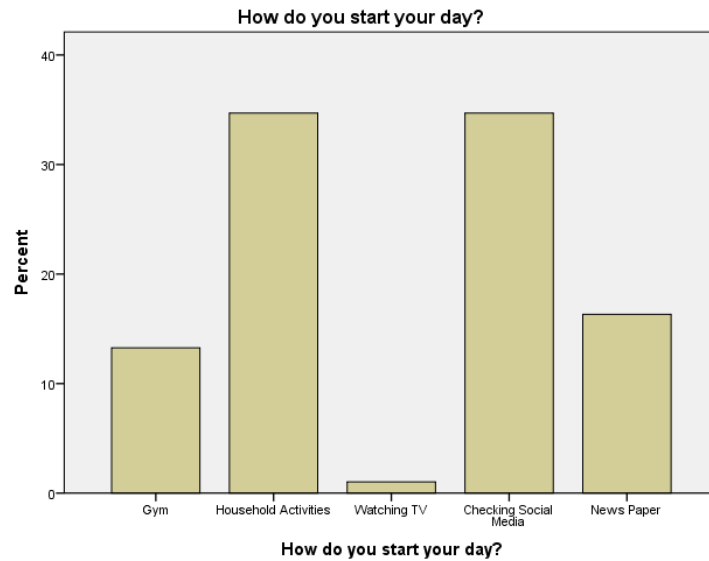
Graph C1

2. **News providing medium:** to know which medium of news or information used by the respondents. Table C2 shows that most of the responded (63%) are getting information from social media platforms

From which medium do you acquire the news and information needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	62	63.3	63.3	63.3
	Radio News	2	2.0	2.0	65.3
	TV News Channels	15	15.3	15.3	80.6
	News Papers	12	12.2	12.2	92.9
	Others	7	7.1	7.1	100.0
	Total	98	100.0	100.0	

Table C2

**From which medium do you acquire the news and information needs?**
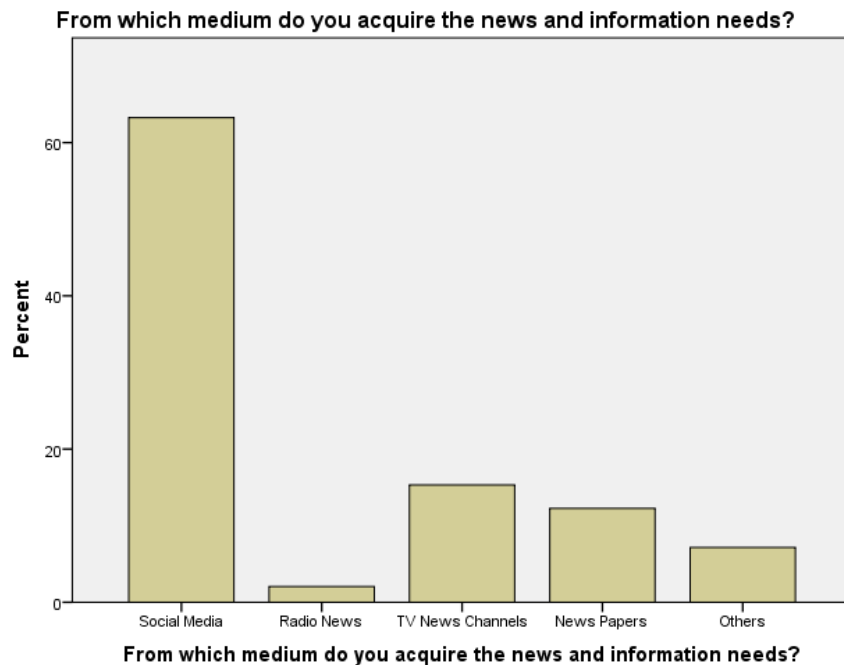
Graph C2

3. **Trusted Social Media Platform for News:** As sources of information, social media platforms YouTube (31%) and Twitter (28%) dominate in providing news and other information to their respective audiences, followed by WhatsApp (14.3%), Facebook (14.3%) and Instagram (12%). Which shown in table C3

Tick the most trusted News platform you believe

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WhatsApp	14	14.3	14.3	14.3
	YouTube	30	30.6	30.6	44.9
	Facebook	14	14.3	14.3	59.2
	Twitter	27	27.6	27.6	86.7
	Instagram	12	12.2	12.2	99.0
	LinkedIn	1	1.0	1.0	100.0
	Total	98	100.0	100.0	

Table C3
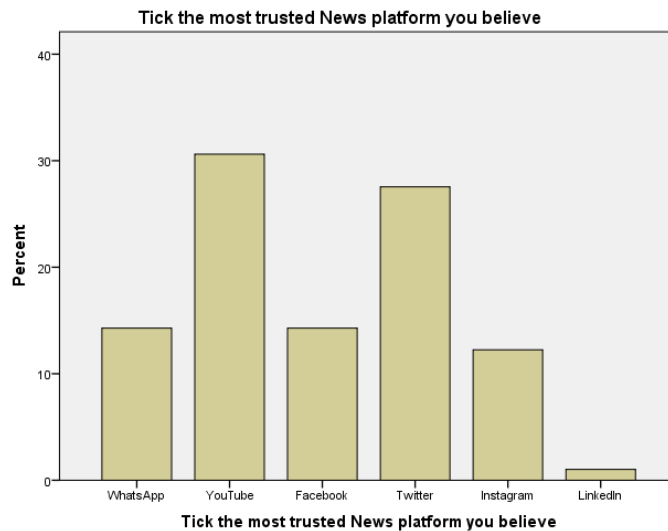
Graph C3

4. **User friendliness:** in this regard research asked respondents to tick their favorite social media platform, here YouTube (39.8%) and Instagram(20.4) dominated, followed by WhatsApp (6.1%), Facebook (12.2%), LinkedIn (2%), and Reddit (1%). Which is shown in table C4 and Graph C4.

Among the following which is your favorite Social Media Platform, with reference to News and information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WhatsApp	6	6.1	6.1	6.1
	YouTube	39	39.8	39.8	45.9
	Facebook	12	12.2	12.2	58.2
	Twitter	18	18.4	18.4	76.5
	Instagram	20	20.4	20.4	96.9
	Reddit	1	1.0	1.0	98.0
	LinkedIn	2	2.0	2.0	100.0
	Total	98	100.0	100.0	

Table C4

Among the following which is your favorite Social Media Platform, with reference to News and information
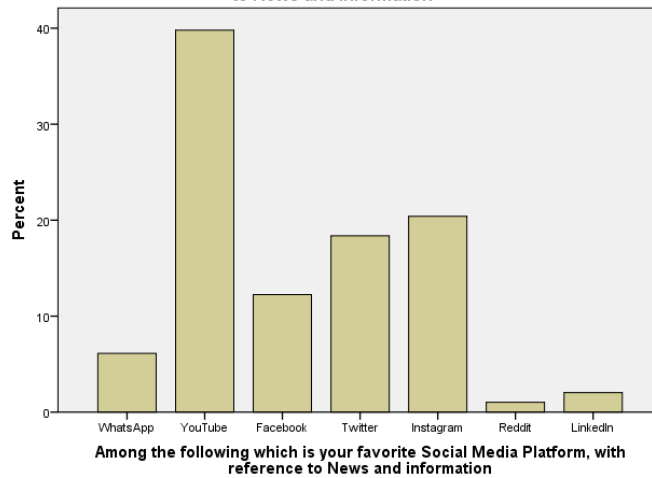
Graph C4

D. Intentions toward true information: Due to the flood of information, the need for true information has increased among the people. And many channels of social media are working to provide correct information.

1. **Relevance of information:** In order to provide accurate information, it is important for the source to win the trust of its audience. As the findings show (Table D1), majority of the respondents (67%) replied that they do not trust the news provided by social media platforms.

How relevant do you find the news on Social Media Platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	33	33.7	33.7	33.7
	Rarely	45	45.9	45.9	79.6
	Often	16	16.3	16.3	95.9
	Never	4	4.1	4.1	100.0
	Total	98	100.0	100.0	

Table D1

**How relevant do you find the news on Social Media Platforms?**
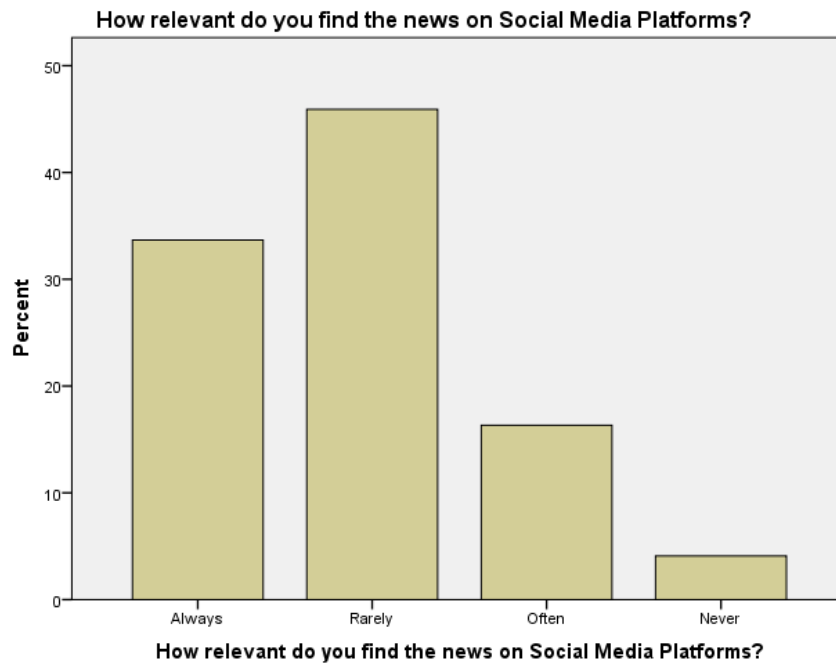
Graph D1

2. **News source:** To get information about the news sources from the respondents the researcher directly asked a closed-ended question, which answers are given in Table D2 and Graph D2, 81% of the respondents know about the source of news, but 19% do not know the source Don't know about.

Do you know about News sources?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	80.6	80.6	80.6
	No	19	19.4	19.4	100.0
	Total	98	100.0	100.0	

**Table D2**

Do you know about News sources?
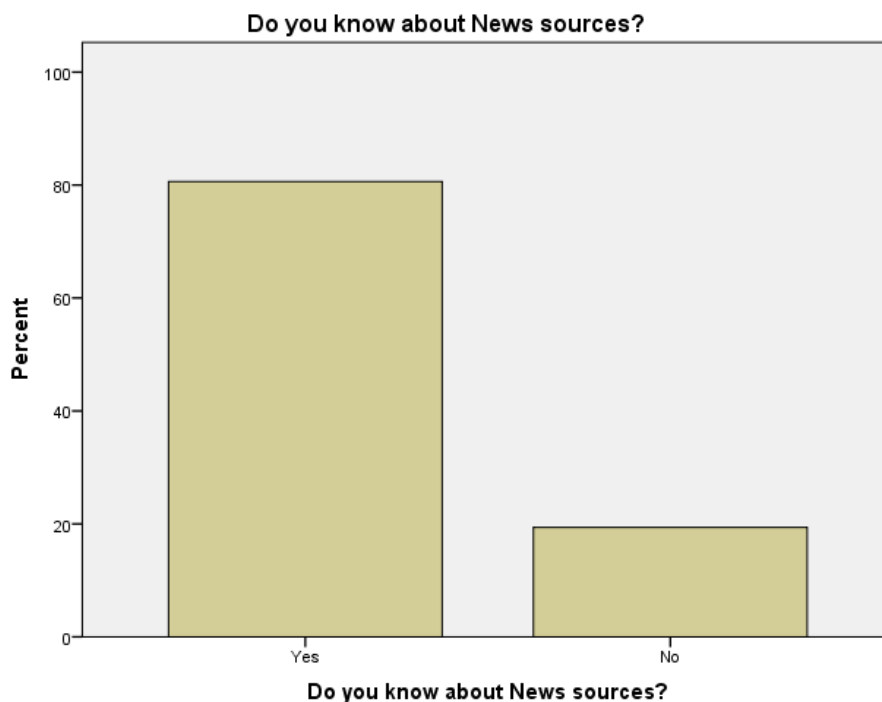
Graph D2

3. **Cross check of social media news:** Everyone on social media is a viewer and producer of news, so it is important to cross-check news and information. To this, the researchers asked respondents a closed-ended question about cross-checking social media news. 72.4 % of responded are cross checking information and rest of them (27.6%) not cross checking it which shown in table **D3.**

Have you ever checked the news sources of Social Media Platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	72.4	72.4	72.4
	No	27	27.6	27.6	100.0
	Total	98	100.0	100.0	

Table D3

Have you ever checked the news sources of Social Media Platforms?

Have you ever checked the news sources of Social Media Platforms?
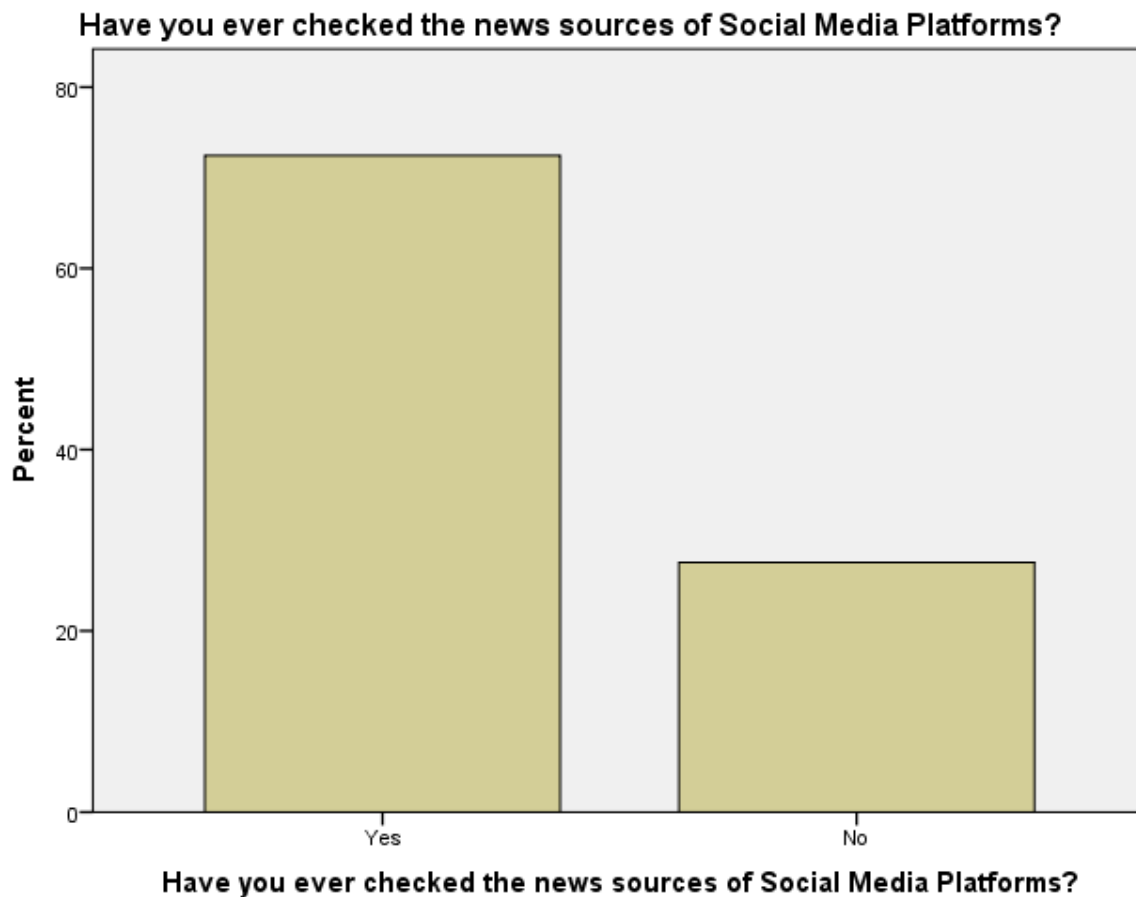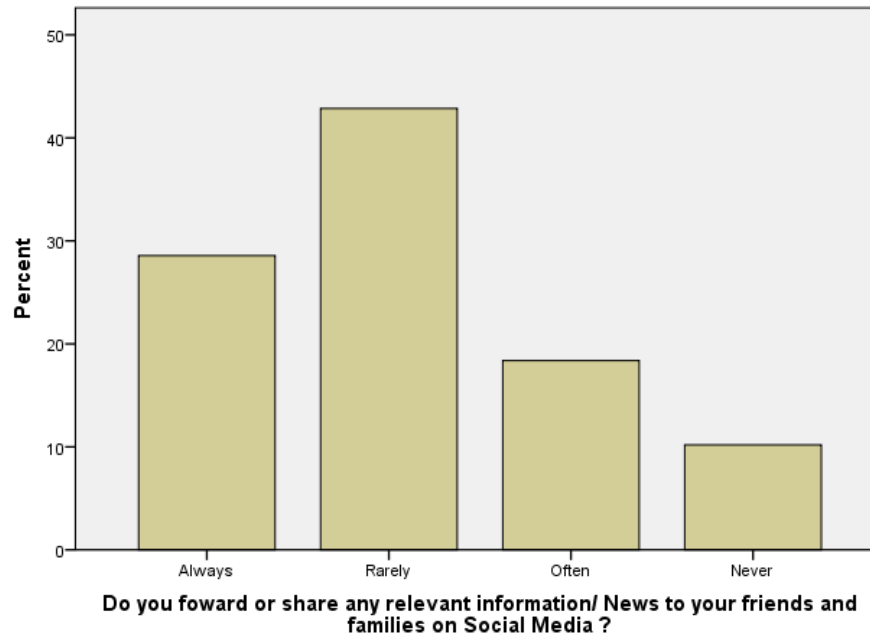
Graph D3

4. **Sharing information on social media:** news or talk spread among population due to sharing it one to other, in the same news also spread through social media and other communication mediums. For that researcher asked regarding sharing information on social media, and found that the most of the respondents (89.9%) share information on social media with cautions, which has shown in table D4 and Graph D4.

Do you forward or share any relevant information/ News to your friends and families on Social Media?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	28	28.6	28.6	28.6
	Rarely	42	42.9	42.9	71.4
	Often	18	18.4	18.4	89.8
	Never	10	10.2	10.2	100.0
	Total	98	100.0	100.0	

Table D4

Graph D4

5. **Re-check information:** sometimes audiences get information that seems from an authentic source, so they share it with others, and in the end, it can create chaos among the masses. For that researcher asked question respondents to check the information they are getting on social media platforms. 73.5% of the total respondents said that they are re-checked information which get on social media, and rest of them 26.5%) and do so.

Do you ever re-check information/ news received on Social Media Platform?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	73.5	73.5	73.5
	No	26	26.5	26.5	100.0
	Total	98	100.0	100.0	

Table D5

Do you ever re-check information/ news received on Social Media Platform?
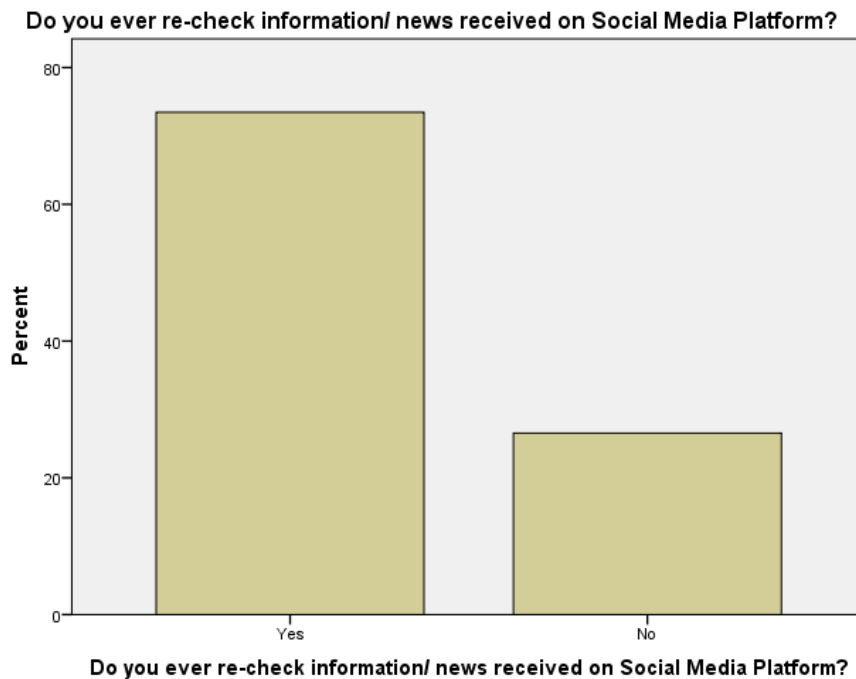
Graph D5

5.1 Discussion and Conclusion

The democratic findings of the research article are telling that women or girls among the respondents from the Government University are more eager towards their education and learning new things. And also between the ages of fifteen to twenty-five years, are graduate and postgraduate students. They always keened to learn new things in their education and life that's why they all engaged in social media and also preferred those platforms in which their peers or age group found more active i.e. Instagram, Facebook, Telegram, etc. and they valued their time that's the reason they have least social media time of two hours. And they are involved in many activities which improve their social as well as physical life instead of social life that's the reason 67%. they are getting news and other information from social media (63%) and other platforms but they don't trust any of them blindly in this case non – of the social media platform get any drastic rise in it i.e. YouTube (31%), Twitter (28%), WhatsApp (14.3%), Facebook (14.3%), Instagram (12%), etc. from them none of them more user friendly as dominating YouTube (39.8%) and Instagram(20.4) get first and second rank respectively. And they are not trusting information getting on social media (67%). And they (81%) also know the source of information, that's the reason they cross-checked (72.4 %) it, and they (89.9%) shared or did not share information on social media platforms with conscience, along with re-check information (73.5%). In this case of students in compare to elder's research done by Oxford University's Reuters Institute for the Study of Journalism found that most the trusts in India trust the information shared on WhatsApp (54%) (Zeenab A. at. el. 2019) declined. Finally, the researchers concluded that the young students from the university are very conscience and keened toward the information they are getting on social media and other platforms to share with others. This research can be done wider universe (more than one university or involving literate people). This research can be done with more analytical statistical tools and also case study methods to elaborate on it.

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