

Influence of Social Networks on National Television News Programmes

Dajana Šošić¹ and Pero Maldini²

¹Croatian Radio-television (HRT), Zagreb, Croatia

²University of Dubrovnik, Dubrovnik, Croatia

ABSTRACT

This paper deals with the influence of social media on the creation of news in Croatian national television news programmes. It examines how posts published in social media influence news on public and commercial televisions, primarily concerning the creation of relevant political messages in national television central news programmes (HTV, RTL, Nova TV). At the same time, the paper attempts to determine which social media news are used the most, and which televisions lead in conveying the same. The research was based on several assumptions, presented through three hypotheses. The first is that commercial televisions use social media as a source of information to a greater extent than the public television. The second is that most posts from the social media that are presented in public and commercial television news refer to political messages. The third is that journalists usually do not check the authenticity of posts and messages in social media by consulting additional sources. Taking into consideration uniqueness of television as a visual medium, this paper was trying to test in which manner presenting posts from social media impacts the changes within television as a medium. By using two empirical research methods (quantitative method based on surveys and content analysis) and by comprising a representative sample (of both the respondents and characteristic content segments). The results obtained basically refuted both the first and the third hypotheses, while the second one was supported in full. The results – along with the confirmation of the importance of social media as a source of information – displayed the structure of using the shared information, especially the information with political content, crucial to forming public opinion. At the same time, they also showed the direction of change of the television medium in the media convergence environment.

Key words: television, social media, messages, source of news, transition, political communication

Introduction

Online media, which enabled two-way communication, enabled the previously passive recipient of information to react in real time, as well as the visibility and accessibility that none of the classical media could have achieved due to the limits of unilateral communication. On the one hand, that enabled enormous expansion of the communication field, as well as the possibility of political participation of the population, crucial for the democratic public and for functional democracy. On the other hand, the increasing amount of information and various contents has led to more and more difficult navigation through the area of public politics, and less checking the accuracy of information and authenticity of sources thereof. The said paradox leads to manipulation and, as a result, it presents a danger of possible misuse and obstruction of the democratic public. Bearing in mind that the area of public and citizenship

is an autonomous sphere, set up as a control mechanism of political authority, for the most part the functioning of democracy depends upon the process of forming public opinion, significantly influenced by the media. In that context, the television medium, especially the public television, has a special function. Therefore, the impact that the internet media – especially social media, has on television and the creation of news and political contents – is of significant importance.

Social media may facilitate the search for information and be used as the source of the message, but they may also make the journalist's job more difficult by stating incomplete or incorrect information. That is why it is important to examine whether journalists check the posts on social media by consulting additional sources. Not checking the source of posts, in order to avoid misquotation and

possible manipulation of the media environment, may result in incorrect conveyance or misinterpretation of the message presented to the public.

Due to the lack of recorded statements, television journalists are more and more forced to report the announcements given by politicians from some of the social media, and such announcements started to take up more and more space in the media. It is, therefore, extremely important to ask for additional clarification and sources to confirm the authenticity of the published information, in order to maintain high standards and professionalism. Thus, social media, even though they can make it easier for the journalists to find information and use them as sources of the message, can also make their job more difficult by presenting incorrect or inaccurate information. That is why it is important to examine whether journalists check the posts from social media by consulting additional sources. Not checking the source of posts, in order to avoid misquotation and possible manipulation of the media, may result in incorrect conveyance or misinterpretation of the message presented to the public. Taking into consideration the uniqueness of television as a media, it is important to examine in which manner conveying status updates on social media affects the uniqueness of television as a visual medium. The television media consists of conveying voice recordings and pictures, which gives television the advantage and authenticity as opposed to other media. Therefore, as it happens more and more often, it is presumed that by presenting announcements from the social media, due to lack of other statements, that visual identity is changing as well as the primary function of television as an audio-visual medium.

Theoretical framework

In the past three decades, information and communication technologies have brought profound changes, which modified the structure and functioning of the modern societies. The Internet, as a global network, annulled previously insurmountable limits in time, place, amount and type of information to be communicated and exchanged. As opposed to classical media (including electronic ones), which functioned as one-way communication channels, the Internet enabled interactive two-way communication in real time. That was the characteristic that marked technological and communication revolution, greater and more important than the one created by Gutenberg's printing press at its time.¹ Due to such information and communication interconnection, the world has become a global village,^{1,2,3,4} and the changes in the social structure are expressed in the form of a networked society as a socially, temporally and spatially diversified global community of interconnected social media.^{5,6,7} Besides, the limitless space of free information and forms of free exchange of information significantly increased the area of individual freedom and possibilities of public political action of individuals and social groups. However, as it turned out, a vast potential enabled by information and communication technologies is restricted in its reach.⁸ The influence of the

new media, nonetheless, proved insufficient within the meaning of achieving a more significant control of the population over the activities of the political authority, and their significant influence to the political decision-making process.⁹ Transformation of the media, numerous sources of information and communication channels, with the increase of possibilities, also increased the danger of disinformation and the loss of credibility. That, on the other hand, makes the orientation of population in the public political area and forming public opinion more difficult, impacting, as a result, demographic deficits. That very discrepancy between the possibilities and the shortcomings of mass communication mediated by information and communication technologies and their influence on information and political action of the population, marks the social context and the theoretical framework of this research.

The concept of mass communication

Human communication dates back for a very long time, much earlier than the use of present mass media. McQuail¹⁰ believes that the human communication process was a part of the organisation in early societies, which lasted for a long time and was spread to great areas. The large-scale element in a form of spreading ideas was present in early civilisation through spreading political and religious awareness. The influence of the media on the society is evident, but there is a certain difference in its sociological interpretations in the European context and in the USA. The effects of the media in the "wider sense" are the total processes of behaviours and experiences that may be explained by a person being the recipient of mass communication.¹² The term "dispersive message" includes a large number of "dispersed" recipients who do not consume the media content together, but in various environments. Mass and interpersonal communication have some common properties (sender, messages, recipient). However, there are significant differences.¹³ Namely, while interpersonal communication happens in the social conditions, the relationship between the communicator and the recipient in mass communication is typically "parasocial" (i.e. in certain conditions, when, e.g. persons on television address the viewers directly, there it can occur a unilateral "parasocial" relationship which the recipient may end at any time. That, in specific cases, may be replaced by the lack of social contacts.¹⁴ It is difficult to find a unique definition of mass communication. Still, in the most cases it is possible to determine that "mass communication includes institutions and technique by which specialist groups of experts use technological means to disseminate symbolic content to a wide, heterogenic and widely distributed audience".¹⁵

Social media as a communication phenomenon

Nowadays, it is difficult to imagine life without social media. Social media have become an omnipresent part of everyday life and the society – the area of organising events, giving opinions and expressing attitudes, preferences, and personal and business contacts. Digital tech-

nology and the Internet caused huge changes in communications and the society in a very short time, but they also opened numerous discussions. Political, cultural, economic and media discourses in the past year have been dominated by extremely “information society”, which, as a central axis of social life and development, underlines connection to network, exchange and growth of creative industries, such as the media. The variations of “society of knowledge”, “digital society”, “e-society” are developed therefrom, i.e. “creative society”, arising from Bell¹⁶ „post-industrial society” i.e. “post-Fordist society”, which is no longer based on goods, but on services¹⁷. A man is a social being and has always had the need to socialise and communicate. Social media are bringing new forms of communication, not only by using words but by pictures as well. They enable simple sharing of information among the users in order to communicate with other users in any possibly manner.¹⁸

In the past decade, the social media became the essential part of the private, but also of business life of every individual. “Technological possibilities of the Internet, first of all interactive properties and personalisation, change the old paradigm of the media content construction, especially in the domain of the subject, expanding it to the influence of active audience on creation of media contents, but also the influence of active audience on the change of the manner, type and form of journalistic reporting”.¹⁹ “The technology Saga breaks down barriers in human communication, such as geographical position, language and limitation of information, and a new wave of human creativity and potential arises, which shall gain full significance once it has been developed completely. The social media, therefore, not only interfere with the users’ private lives, but have a growing effect on all aspects of life and business systems”.²⁰

News on Social Media – a new journalist form resulting from media digitalisation

Social media, as the primary source of news in the European Union, are used by 10 % of the respondents, mostly in Greece, 27 %. In the majority of the researched countries, news is mostly read on smartphones (53%), while using a computer for that purpose is declining, and the growth of tablets has slowed down. Such trend is especially striking in the United Kingdom, where 70% of the BBC content is viewed on mobile devices. The study also shows significant differences in the level of trust in news: while it is relatively high in the Western European and Scandinavian countries, it is lower in the Southern European Countries. In Greece, for example, it amounts to mere 20% (HND, 2016).

Therefore, social media are often becoming if not the only one, then at least the first source of news. The users are often the first to publish information they notice or events they participate in – accidents, adverse weather conditions, and they are often used as a platform for posting information on various public figures. Social media are of great importance for journalists, and doing a journalist’s job without them nowadays is almost impossible

to imagine. Namely, social media present various sources of information, statements and topics for journalists, and, on the other hand, they too post on social media (Twitter and Facebook) the information that they have learned, as well as short news on the events they follow.

The news on social media do not differ significantly from any news formulated for other media (TV, radio or press). However, what is typical for news on social media is that they are quick and information is succinct, the goal is to say the most with as few words as possible. Volarević and Bebić talk about “speed and constant connection to network” as the main characteristics of journalism of the new era. “Channels, such as Twitter, for example, have become faster and more interactive than portals, and even more so than television, radio and press. The users find the possibility of sharing, commenting and creating the contents much more interesting than passive reception of information via the mainstream media”.²¹

Convergence of Television and Social Media

Since the nineteen nineties, the term convergence in the theory of media is increasingly used as the term for connecting telephone, television and Internet in a unique communication platform.²² John Hartley²³ defines convergence as “connecting telephony, computer technology 941 and electronic media technology”. It is interesting that Hartley, as an example of convergence in 2002, presents the possibility to react to a television programme via a web-portal, recording the answers of the viewers or their voting, and the ability to do the same by the said device.²³ The term convergence in news editorial office includes, first of all, the news production process where the same contents appears processed in various media, i.e. written, television and online form, not only in newspapers, on television and on a computer, but also especially processed on mobile devices, even on light billboards on buildings.²⁴ It is important to point out that the social media reached the critical mass faster than any other media so far, in less than eight years. The radio, for instance took 38 years, and television 10 years to achieve the same.²⁵ The increasing number of users, especially young users, to whom the social media present the first source of media outlets, believe that they will continue to be, for various reasons, a significant part of the society, but many thereof shall not be sustained in the present form, and those that do shall change their goals, methods and organisational structure to satisfy the modified demands of the audience. The role of the leading media is seen primarily as collecting, keeping and checking, as an authenticity filter testing all data and marking what is worth reading. The research implemented by editorial staff in the USA²⁶ showed that the staff answered the question to explain convergence in the manner that they mirrored the existing work processes, therefore, less than half of the respondents understood convergence as a fully integrated news editorial staff.²⁶

In the editorial office of HRT, the journalists’ tasks are, apart from processing news for the news and daily news programmes, also publishing the news in social media – Facebook and Twitter, along with relevant photographs,

and sending written news for HTV web page. The situation is the same for other televisions, but also for leading newspapers. Aviles and Carvajal²⁷ believe that there are different newsroom organisation models – the integrated model and the cross-media model, each with its own production system, organisation and business strategy²⁷. For journalists, that means more work, but also the possibility of quicker posting of information and feedback from the colleagues, audience and other actors included in the process.

Object of Research, Goals and Hypotheses

The topic of this research is the influence of the social media on the central news programmes of public television and commercial televisions. The increasing influence of social media on the television content of news programmes presents a problem to research, which might mean the change of the specific medium such as television, as well as the changes of the form of reporting in television journalism. Therefore, this paper analyses the influence of social media – which have recently become a global phenomenon and a growing communication trend – to the creation of national television news programmes. Journalists find the social media more and more important, not only as posting platforms, but also as the source of relevant information, especially the news. On the other hand, social media are becoming the platform for posting messages and information by public figures, including politicians. Under the assumption that classic media keep up with the information, adapting to new situation, social media increasingly influence the content of mass media. Considering the significance of the television medium, it is important to take into account the increasing influence of posts on social media on the central news show of public and commercial televisions, trying to be as a relevant source of information as possible for most of the population. Nowadays, both public and commercial television compete for viewers, and are undergoing a transition period in the manner that adjustment to the new sources of information is necessary to be able to keep up with the news.

The research focuses on the relationship between social media and television, observing primarily the influence of social media on the news programmes of public and commercial televisions. The research includes central news programmes of the public television (HRT) and commercial televisions with national concession (RTL and Nova TV), and a highly representative sample of television journalists of the three televisions. Moreover, it is trying to investigate which social media (Twitter, Facebook or Instagram) are used the most, for which type of messages, and which televisions lead in conveying messages from the social media. Taking into consideration the specific properties of television as a visual medium, this paper is also trying to consider how the manner of conveying social posts affects the changes within the television as a medium. Assuming that all news published in social media have a great effect on creating television content, this re-

search is trying to determine whether journalists believe the information published on social media, i.e. whether they check the sources of the posted content by consulting other relevant sources of information.

By an overview of researches to date in this area, it can be determined that throughout the world, both in theory and practice, more and more attention is paid to this very topic of the influence of social media on the television medium, which is reflected in the increasing number of scientific articles and published literature, and forming associations encouraging research of this topic. However, in Croatia, researching this trend has just started, which leaves room for further research.^a

The goal of this research is to determine to which extent the social media form a source of political news in the central television news programmes and in which manner they influence the television medium. Specifically, the goal is to research to which extent the social media influence the news programmes of public television and commercial televisions, i.e. central television news programmes of public television and commercial televisions (HRT, Nova TV, RTL). Therefore, we shall try to answer the following research questions:

1. To which extent are social media, as a source of news, used in television central news programmes?
2. Do commercial televisions use social media in news programmes more than the public television?
3. Which social media are used the most by the journalists as a source of information?
4. Which groups use social media in their work the most for posting information?
5. Do journalists use information from public figures' private profiles?
6. Do television journalists and editors state the source of the announcement i.e. the social media they used when posting?
7. Do journalists believe the news on social media i.e. do they check the information by consulting other sources as well?

When designing the research, the following hypotheses were presumed:

^a M. Volarević and D. Bebić 2013, conducted a research by content analysis method (1 March to 31 May 2013) of central news programmes of HRT and Nova TV, and it was determined that social media are truly used as a source of news in television journalism. Moreover, differences were found in reporting on events from social media between HTV and Nova TV. It was concluded that it was primarily the result of different nature and different duties of public and commercial televisions, and different audience that the public and commercial televisions address (Bebić, Volarević, 2013). In Croatia, relevant authors dealing with this topics were also V. Car and M. Brautović, analysing and predicting communication trend development via social media and their influence on the social phenomena, processes and communication ranges. J. Grbavac and V. Grbavac have investigated the occurrence of social media as global communication phenomenon. According to implemented research for the needs of this paper, most users use the social media for simple social contact, grouping by topics of interest, sharing photographs and mass communication, while to some, social media represent excellent business and marketing move (Grbavac, Grbavac, 2014).

1. Commercial televisions use social media as sources of information to a greater extent than the public television.
2. The most posts from the social media conveyed by the news programmes of the public television and commercial televisions refer to political messages.
3. The journalists do not usually check the authenticity of announcements and messages found on the social media by consulting additional sources.

Research Methodology

By relying on the former theoretical hypotheses and empirical research, for the needs of this research, and in compliance with the goals set and the purpose of the research, appropriate research plan has been made. It includes the use of two empirical research methods, namely:

quantitative method of research via a written survey, with the main goal of determining experiences, perception, opinions and attitudes of the television journalist population of the Republic of Croatia concerning the use of social media as sources of information in central news programmes;

content analysis method with the main goal of objectively determining the frequency and the use of social media as sources of information in central news programmes in the Republic of Croatia.

Determining a Representative Sample for Content Analysis

In the first phase of the research when quantitative content analysis was conducted, stories in news shows (News, Nova TV News and RTL Today) were observed. The said stories represent the units of analysis in this research phase, and the total of 306 (out of 1095 stories) were observed, where the key words were found. Furthermore, the said stories were selected for the research on the principle of identifying key words therein, connected to the topic of this research. The terms used for search were Facebook, Instagram, YouTube, Twitter, social media. The stories included in the described sample were obtained in the following manner: HTV shows the News (Dnevnik) can be found on HTV web page in the section "Na zahtjev" (*on demand*), while the News of Nova TV and RTL can be analysed via audio-visual cards of the shows.

Determining Representative Sample for the Survey

In the second phase of the research, by using the survey questionnaire, 73 respondents were questioned who adequately represent the population of journalists working in news programme editorial teams on the televisions analysed. To be more specific, the questionnaire (anonymous) was intended for 30 members of the editorial team of the Internal Politics and Economy at HTV, 23 for the members of the editorial team of the Internal Politics and Economy at Nova TV and 20 members of the Internal Politics and Economy of RTL. The respondents were se-

lected for the sample due to the business activities they perform and the knowledge they possess, which are relevant to responding to the goals and hypotheses in this research. In general, a sample represents a selected part of the population with the goal of studying that population.²⁸ Following the abovesaid, it could be deemed that the respondents represent a non-probability sample i.e. the so-called intentional sample,²⁹ and the said sample is deemed adequate if the researched topic can, for its specific features, be researched only with the help of the persons dealing with that topic or present a part of the activity researched.

Results^b

The share of journalists employed by each TV station was presented in Figure 1.

Taking into consideration the type of the TV station where the respondents are employed, the research included two sub-samples, i.e. two main subgroups of respondents; those employed by the public TV station, and those employed by commercial TV stations. The realised sample included 59 % (n=43) of journalists employed by the public television, and 40 % (n=29) of journalists employed by commercial TV stations. Furthermore, out of the total number of the surveyed journalists employed by commercial TV stations, 16 were employed by Nova TV, and 13 by RTL Television.

The frequency of using social media according to the respondents is visible in Figure 2.

All of the journalists surveyed occasionally use social media in their work, i.e. not a single participant answered "Never" to the question of the frequency of using social media for the needs of performing journalist activities. Most of the respondents, 45 % (n=33), always use social media in their work, and more than one third of the respondents (79%; n=58) use social media in their work always or very often. A bit less than one fourth of the respondents, 21 % (n=15) use social media in their work very rarely or occasionally.

Figure 3 presents which social media are used the most, according to the respondents.

Taking into consideration the most frequently used social media, most of the respondents, more than a half (56 %; n=41) mostly use Facebook posts as a source of information in their stories. More than one third (37 %; n=27) use Twitter posts in their work. The results obtained are consistent with the empirical research performed so far.

The degree of agreeing with the statement that commercial televisions use social media more than the public television can be found in figure 4.

^b Considering the originally greater number of the results of the research and their graphic representations, due to special restrictions only a small portion thereof was presented, those referring to the main findings of the analysis.

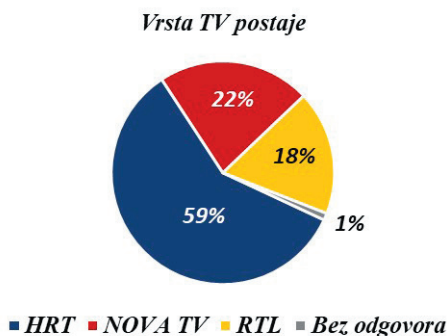


Fig. 1. Type of TV station.

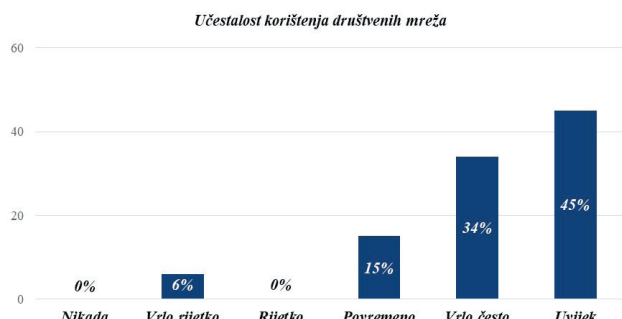


Fig. 2. Frequency of using social media.

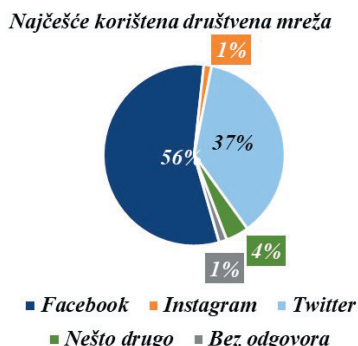


Fig. 3. Most used social network.

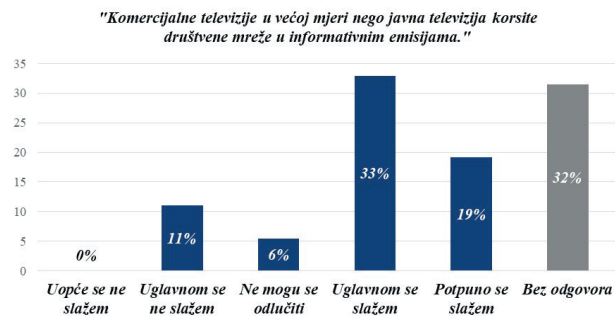


Fig. 4. "Commercial televisions use social media in news programmes to a greater extent than the public television."

There is a statistically significant connection between the frequency of using social media for performing journalist work and the level of agreement with the statement that commercial TV stations use social media as a source of information in news programmes. Moreover, the respondents who always use social media in their work agree to a lesser extent with the claim that commercial TV stations use social media as a source of information more often than the public TV station, while the respondents using social media less often agree to a greater extent with the said claim.

Figure 5 – The frequency of checking the authenticity of posts and sources from social media that the respondents use when preparing their stories by consulting some other sources as well

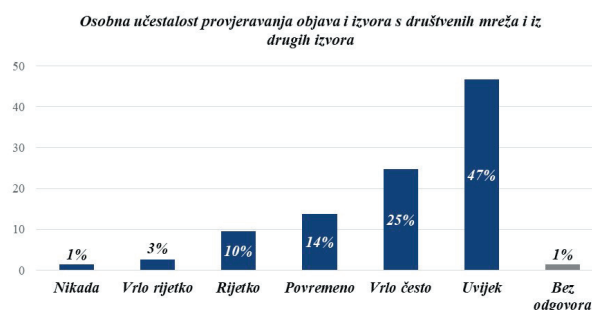


Fig. 5. Personal frequency of checking posts and sources from social media by consulting other sources as well.

The frequency of checking the authenticity of posts and information from social media that the respondents use when preparing their stories is statistically significantly connected to the frequency of posting contents and information that were subsequently proven to be false or incorrect, and those respondents with more experience in posting information from social media subsequently proven to be false or incorrect check the authenticity of the posts and sources from social media that they use when preparing their stories and vice versa.

Figure 6 presents which social groups, according to the respondents, use social media the most.



Fig. 6. Social group that uses social networks the most.

Concerning the results of the social group which, according to the respondents, uses social media the most (graph 25), most of the respondents believe them to be politicians 52 %, celebrities 22 %, media figures 12 %, cultural figures 7 %, athletes 1 %, as well as economists. 3 % of the respondents believe that it is another group, and 1 % gave no answer.

Results of the content analysis

The proportion of public and commercial televisions in the observed stories can be found in Figure 7.

The relevant research population consists of 306 elements i.e. stories, as basic analysis units; i.e. there are 266 central news programmes where stories were aired that used social media as a source of information. Out of the total number of the stories aired in 2015 that used the social media as a source of information, 75 % (n=229) thereof were aired on commercial TV stations, while 25 % (n=77) were aired on the public TV station.

Out of the total number of shows aired in 2015, containing stories which used social media as a source of information, 72 % (n=191) of the stories were aired on commercial TV stations, while 28 % (n=75) were aired on the public TV station.

Vrsta televizijske postaje

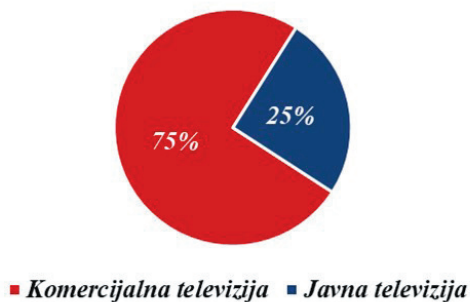


Fig.7 Type of TV station.

Vrsta TV postaje

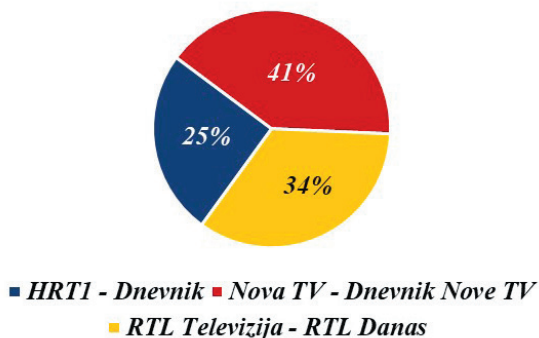


Fig. 8. What TV station do you watch?.

Skupine čiji su se stavovi i mišljenja prenosili s društvenih mreža

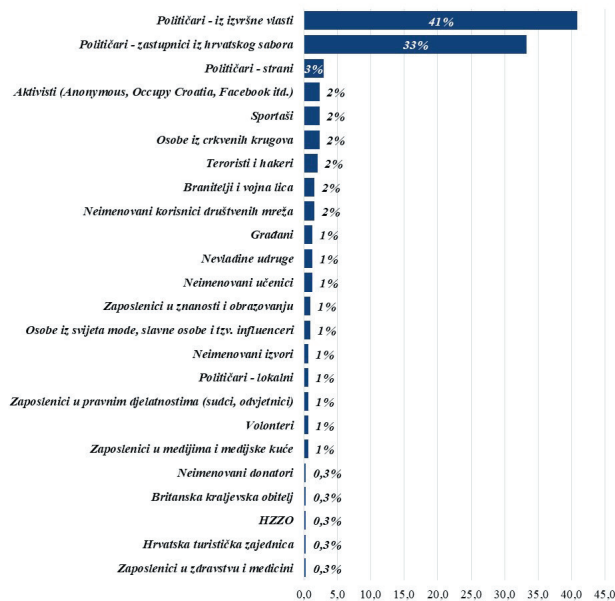


Fig. 9. Groups whose attitudes and opinions have been conveyed from social media.

Figure 9 displays whose opinions and attitudes were conveyed from the social media

Within the analysed population, a tendency was noticed where the stories falling within the category of politics were more often aired at the beginning of news programmes, while stories from other categories were aired in the final portions of the news programmes. Concerning the social groups whose attitudes and opinions were conveyed from the social media in news programmes, in more than ¼ of the aired stories the attitudes and opinions of politicians (78 %; n=238) were conveyed. The groups, whose attitudes and opinions from the social media in were conveyed news programmes' stories, are presented in Figure 34. Figure 34 displays that the leading stories were about the politicians from the executive authority 41 %, followed by the politicians from the parliament 33 %, and foreign politicians 3 %. Croatian National Tourist board, and health and medicine came last – 0.3 %.

Figure 10 displays which social media are mostly used as a source of information. Namely, Facebook is used more

Društvene mreže koje su korištene kao izvor informacija u emitiranim priložima

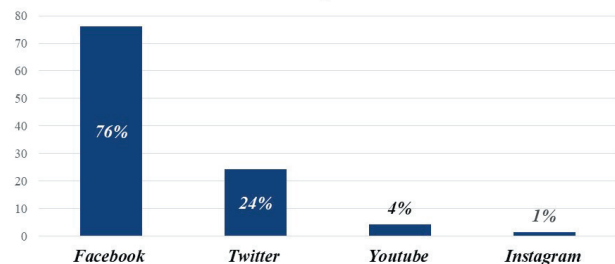


Fig. 10. Social media used as a source of information in the aired stories.

often as a source of information in stories dealing with internal politics, while Twitter and YouTube are used to a lesser extent as sources of information dealing with the internal politics, and to a greater extent for stories falling within the category of external politics.

Conclusions

The research problem addressed by this paper is the increasing influence of social media on the content of central news programmes, which might indicate changes in the operation of television as the specific audio-visual medium, as well as changes in journalist reporting. We tried to confirm that hypothesis, i.e. the influence of the posts on social media on the central news programmes of public and commercial televisions, by using the qualitative and quantitative analyses. The research included the central news programmes of the public (HRT) and commercial televisions (RTL and NOVA-TV) with national concession, and a highly representative sample of television journalists from all three television stations. The purpose of the research was to determine to which extent the social media are used as a source of news in individual central news programmes, which social group has the greatest number of posts and in which manner do social media influence the operation of television as a specific audio-visual medium. The research included two research approaches: content analysis and survey.

The results of the research indicate that the use of social media as a source of news in the central television news programmes is practically an imperative. Namely, not a single participant in the research was detected who, to the question of the frequency of using social media for the purpose of performing the journalist work answered that he or she “never” used social media. The social media are no longer used only for private posts and gatherings, for business contacts and promotion, but are becoming an increasingly relevant tool for monitoring crucial news and information. Therefore, it is clear that the new media influence journalist profession i.e. the manner in which the social media change the manner of informing and reporting. With the most used social media, such as Facebook, followed by Twitter, changes are also visible in using new platforms such as Instagram and YouTube – namely, those social media and platforms have not been used in news programmes of NOVA TV and HRT in the research conducted in 2013, which is the indicator of following media trends. In order to keep up with the speed of posting information, television studios, as well as editorial teams of the printing media, first post the media contents and footage, as well as the latest information, on their web pages and social media – even before announcing them in television news and newspapers. However, even if the hypothesis (H1) was that commercial televisions (as smaller and more adjustable systems in the race for ratings) use social media more in the news programmes than the public television, this research did not find statistically significant difference in the frequency of using social media when performing the

journalist work between the journalists from the public TV station and commercial TV stations. Still, it must be pointed out that, during the analysed period, significantly more such stories were aired on commercial televisions (Nova TV – 102 stories, RTL Today 89) than on the public TV station (75 stories). Hypothesis (H2), assuming that journalists in most cases do not check the authenticity of the posts and sources on social media – was rejected i.e. an alternative hypothesis was confirmed, that journalists, in most cases, check the authenticity of the announcements and sources from social media – which can be considered a positive trend in television journalist profession. However, since such claims were made by journalists in the questionnaire, the question arises whether the journalists wanted to give to the examiner socially acceptable answers.

Even though the results of the examined perception of journalists displays that the journalists check the sources, further development of the journalist profession is necessary in order to maintain the reporting standards in journalism and avoid journalist errors when reporting. Taking into consideration that the results of the research have shown that the use of social media in television journalists’ work is essential, shortening the route from the information to the announcement – various other users have undoubtedly realised the advantages of social media, who are often at the same time becoming the producers of media content as well. That arises from the confirmed hypothesis (H3), according to which the greatest number of posts from the social media conveyed into public and commercial televisions refer to political messages – for the most part domestic politicians from the executive administration. Nowadays, numerous politicians (both in Croatia and worldwide) include social media in their manner of communication as an essential tool of communication and the platform for presenting their ideas, attitudes and messages. This trend is followed by various other social groups, associations, institutions, activists, artists, the so-called influencers who turned their posts into the source of profit. That is why, in the world of journalism, posts on social media have become a crucial source of information. Following such media trends, classical television is re-designing its function and its role. That very adjustment and convergence of media affects the change of television as a specific audio-visual medium.

In order for television to preserve its role on the media market, it is important to use social media carefully in the future as well, and the journalists should continue to check posts and information in social media by consulting additional sources, as well as to use social media solely when they cannot obtain statements in a television format, in order to preserve the visual identity and power of television as an audio-visual medium.

Since consumers of information – viewers, listeners and readers are undoubtedly participating in this process, becoming increasingly more active producers of the media content – it is necessary to have relevant legal regulations in order to protect the users from inappropri-

ate contents, hate speech, and unchecked and fake news. In that sense, the results of this research may offer useful guidelines for higher quality of regulation of public speech in the media environment. Since the research detected politicians as a group whose posts are conveyed

in social media the most, it would be useful to examine the motives of their increasing use of social media through further research (a survey or an in-depth interview).

REFERENCES

1. MCLUHAN, M., The Gutenberg Galaxy: The Making of Typographic Man (Toronto, Buffalo and London: University of Toronto Press., 1962) — 2. MCLUHAN, M. AND FIORE, Q., War and Peace in the Global Village (New York: Bantam., 1968) — 3. ROBERTSON, R., Globalization: Social Theory and Global Culture (London: Sage Publications., 1992) — 4. ROBERTSON, R., Glocalization: Time-space and Homogeneity-heterogeneity. In: FEATHERSTONE, M., LASH, S. and ROBERTSON, R. (eds.), Global Modernities London: Sage Publications, 1995) — 5. CASTELLS, M., The Rise of the Network Society (Oxford: Blackwell Publishers, 1996) — 6. CASTELLS, M., British Journal of Sociology, 51 (1), (2000) — 7. VAN DIJK, J., The Network Society. Social Aspects of New Media (London: Thousand Oaks & New Delhi: Sage Publications, 2006) — 8. MALDINI, P., New media and politics: Their reaches and limits in political processes. In: Petranová, D., Magál, S. and Pravdová, H. (eds.), Megatrendy a médiá 2012: Demokracia verzus mediokracia (FMK/UCM, Trnava, 2012) — 9. MALDINI, P., Communication Management Review, (1)1, (2016) — 10. MCQUAIL, D., Communication (Longman, London/New York, (1975) — 11. NORRIS, P., A Virtuous Circle: Political Communication in Post-Industrial Societies (New York: Cambridge University Press, 2000) — 12. KUNCZIK, M. ZIPFEL, A., Uvod u publicističku znanost i komunikologiju (FES Zagreb, 1998) — 13. MALTZKE, G., Massenkomunikationstheorien Theorie und Systematik (Hamburg: Verlag Hans-Bredow-Institut, 1998) — 14. HORTON, D., WOHL, R., Psychiatry, 19(3), (1956) — 15. ZGRABLJIĆ ROTAR, N., Radio: Mit i informacija, dijalog i demokracija (Zagreb: Golden marketing/Tehnička knjiga, 2007) — 16. BELL, D., The Coming of Post-Industrial Society (Penguin, Harmondsworth, 1973) — 17. GARNHAM, NICHOLAS, International Journal of Cultural Policy, 11:1, (2005) — 18. GRBAVAC, J., GRBAVAC, V., Media, culture and public relations, 5(2), (2014) — 19. ŽLOF, K., HERLJEVIĆ Z., HADŽIĆ S., Media, culture and public relations, 5, (2014) — 20. SCHMIDT, E., CHOEN J., Novo digitalno doba (Zagreb: Profil International, 2013) — 21. VOLAREVIĆ, M., BEBIĆ D., Medijske studije 4, (2013) — 22. BALDWIN, T.F., S.D. MCVOY and C. STEINFELD, Convergence: Integrating Media, Information and Communication (London: Sage, 1996) — 23. HARTLEY, J., Communication, Cultural and Media Studies: The Key Concepts (Routledge, London and New York, 2002) — 24. PERIŠIN, T., Medijska istraživanja, 14 (2) (2008) — 25. BEBIĆ, D., GRBEŠA, M., Politička misao 36 (4), (1999) — 26. DUHE, S.F., Mortimer, M.M. and Chow, S.S., Convergence 10(2), (2004) — 27. AVILES, J. A. G., CARVAJAL, M., Convergence, 952 14 (2008) — 28. 28. MILAS, G., Istraživačke metode u psihologiji i drugim društvenim znanostima. (Jastrebarsko: Naklada Slap, (2005) — 29. BABBIE, E. R., The Practice of Social Research (Wadsworth Publishing, 2006)

?????

?????

email: ??????

UTJECAJ DRUŠTVENIH MREŽA NA INFORMATIVNE PROGRAME NACIONALNIH TELEVIZIJA

SAŽETAK

U radu se razmatra utjecaj društvenih mreža na kreiranje vijesti u informativnim programima nacionalnih televizija. U tom kontekstu, istražuje se utjecaj objava na društvenim mrežama na središnje informativne emisije javne televizije i komercijalnih televizija, prije svega na oblikovanje relevantnih, prvenstveno političkih poruka, u središnjim informativnim emisijama nacionalnih televizija (HTV, RTL, Nova TV). Pritom se nastoji istražiti koje se društvene mreže najviše koriste te koje televizije prednjače u prenošenju poruka s društvenih mreža. Pri koncipiranju istraživanja polazi se od više pretpostavki iskazanih kroz tri hipoteze. Prva je da komercijalne televizije u većoj mjeri koriste društvene mreže kao izvore informacija od javne televizije. Druga je da se najveći broj objava s društvenih mreža prenesenih u dnevnik javne televizije i komercijalnih televizija odnosi na političke poruke. Treća pak je da novinari uglavnom ne provjeravaju vjerodostojnost objava i poruka na društvenim mrežama iz dodatnih izvora. S obzirom na specifičnosti televizije kao vizualnog medija u radu se nastojalo ispitati i na koji način prenošenje društvenih objava utječe na promjene unutar same televizije kao medija. Korištenjem dvaju empirijskih metoda istraživanja (kvantitativna metoda temeljem anketnog ispitivanja te analiza sadržaja) i obuhvatom reprezentativnog uzorka (podjednako ispitanika i karakterističnih segmenata sadržaja), izlučeni su rezultati koji su, u osnovi, opovrgli prvu i treću hipotezu, dok je druga u cijelosti potvrđena. Rezultati su – uz potvrdu važnosti društvenih mreža kao izvora informacija – pokazali strukturu korištenja njima posredovanih informacija, posebice onih političkog sadržaja, koje su ključne u oblikovanju javnog mnijenja. Istodobno, pokazali su i smjer promjene televizijskog medija u okruženju medijske konvergencije.