



Analysis of Aftermath Effects with Coverage of Terrorist Attacks by Indian English Newspapers in Social Media

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Abstract: Approach of online newspapers like *The Hindu* and *Times of India* are creating significant online platform for both journalist and digital media. It has been observed that there is a shift from traditional newspaper to online newspapers and it has great impact on current generation widely. Now a day's youth prefer reading news online by subscribing e-news or related link which keeps them up to date every single second. This study attempts to analyse the terrorist attacks coverage that has been covered by the two leading Indian dailies from Chennai i.e. *Times of India* & *The Hindu* through Social networking Sites (SNS). Peshawar school attack and Paris attack stood the prominent reports for which the content analysis method was adopted. It was found that the coverage of such attacks by the online news dailies has more immediate response and browsers tend to get such stories via social media rather than waiting to read the same story for the next day on the print dailies.

Keywords: Social Networking Sites, Terror Attacks, Comments, News Feed, Online media

I. Introduction

Evolution of new media with emergence of internet and social sites has changed the pave of the freedom of speech & expressions of every individual. At present, every single browser is utilizing it to raise their voice, share opinion, breaking barrier of distance and time. Newspapers have converted to online mediums apart from their regular publications in print. The news organizations are also into social media where they have exclusive pages interlinked to the browsers, subscribers and tweet followers to keep their audiences up to date. In 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

II. Statement of the Problem

Newspapers are adopting all latest trends to become popular and more effective within their online readers. This study will describe the coverage of two different terror attacks through social media i.e. Facebook & Twitter by the Indian English newspapers *Times of India* & *The Hindu*. It will find out the role of media in spreading the news across the world through Facebook and twitter page of *Times of India* & *The Hindu*.

III. Objectives

The objectives of the research are the following:

- To analyze the terror attacks of media coverage in social media as provided by the Indian English daily newspapers *The Hindu* and *The Times of India*.
- To analyze the reaction of the online users on the coverage of Terrorist attacks.
- To evaluate the extent of participation of online users in the social media of these online newspapers.

IV. Related Literature

There has been an increasing rise in online newspaper websites established by newspaper network (Rasmussen 2007). News consumption accounting the younger generation of 18-24 year olds are more for online newspapers and news websites (Caumont 2013). Sharing and discussion on news sites provide the perfect place for exchanging ideas on several issues. Users can sign up for online news articles, share opinions and post comments on feedback pages (Baruah 2012). Multimedia journalism caters to the demand of the new generation of media consumers with features like blogs, chat, polls. Message boards maximize the capacity for instant feedback (Stuart 2011). Online bulletins board allows users to comment on news items explaining the advantage and disadvantage of the context.

Kwak et al (2010) consider the ‘Twitter Revolution’ as a news medium. Talks about the Iranian war where the rebels and radicals started with tweets have been described by Evgeny Morozov in an article. Twitter and Facebook got rave browsers covering an explosion in Montana (Lowery 2009). An article by Stephanie Busari discusses how Twitter and other social media tools were used to spread information after the 2008 bombing in Mumbai (Busari 2009).

V. Content Analysis

“The Hindu” & “Times of India” are the top online newspapers in India. In this study, the researcher aims to analyze the News coverage of Terrors “Peshawar attack” & “Paris attack” that happened in the date of 16th December 2014 and 07th January 2015 followed by “The Hindu” & “Times of India” in “Facebook” & “Twitter” based on research objectives as shown in Table 1.

Table1: Readership and Subscription of Times of India & The Hindu

	Readership (Circulation) Print Daily	Subscribers (Facebook)	Subscribers (Twitter)
Times Of India	3,321,702	6,901,515	3.92million
The Hindu	2,258,379	3,878,490	1.34million

A. The Peshawar School Massacre 2014

On 16th December 2014, seven gunmen attacked on the Army Public School in Peshawar, Pakistan, killing 145 people, including 132 school children. This was the deadliest terrorist attack ever to occur in Pakistan. Over 1 million unique users posted more than 2.7 million tweets in just 3 days following the 2014 Peshawar School Massacre. Out of these, over 68,000 tweets were “original tweets” (in contrast to retweets) and related to the bombings. (Source: <http://irevolution.net/2013>). Emotional reactions poured on Twitter and Facebook found fear and social-support reactions from geographically distant communities following a terrorist attack.

B. Views on Peshawar School Massacre 2014 in Social Media

- “Attack on Peshawar school cowardly”. – Mr. Narendra Modi, Prime Minister of India, strongly condemn the cowardly terrorist attack at a school in Peshawar.
- Nobel Peace Prize winner Malala Yousafzai condemned the attack, saying in a statement: "I am heartbroken by this senseless and cold-blooded act of terror in Peshawar that is unfolding before us".
- “India we will not forgive you for this atrocity! You choose the day of December 16th to rub it in. We stand firm united and will crush you”. – Zaid Hamid, Pakistani Political Commentator.
- “One of the injured student in Peshawar massacre today was born after the 9/11 attacks on USA by Bin Laden”. – Tarek Fateh, writer, broadcaster, a secular and liberal activist.

C. Candle Light Vigil at PHC London for Peshawar Attack Victims

Thousands of people turned up to express solidarity with the families of the victims. International reaction to the attack was widespread, with many countries and international organizations condemning the attack and expressing their condolences to the families of the victims. Net users across the worldwide condemned the attack, calling it a national tragedy.

Table no.2: News Coverage Analysis for Peshawar Attacks

Name of the Newspaper	Facebook	Twitter
Times Of India	20 stories posted in Facebook page throughout the day. Coverage extended to a week. 1500 likes 80 shares 800 comments	20 stories updated in Twitter page throughout the day. Coverage extended to a week. 25 Favorites 35 Retweet 700 Reply
The Hindu	30 stories posted in Facebook page throughout the day. Coverage extended to a week. 700 likes 60 shares 700 comments	30 stories updated in Twitter page throughout the day. Coverage extended to a week. 30 Favorites 40 Retweet 500 Reply

As shown in Table 2, these numbers represents the wide coverage of Peshawar attack in social media networking sites i.e. Facebook & Twitter followed by Indian English dailies, Times of India and The Hindu. It

represents the coverage of every single day with constant and frequent post about the terrorist attacks in Peshawar.

D. Charlie Hebdo Shooting

“Je suis Charlie” is a slogan adopted by supporters of freedom of speech and freedom of the press after the 7th January 2015 massacre in which twelve people were killed at the offices of the French satirical weekly newspaper Charlie Hebdo in Paris, France. According to Joseph 2014, “The slogan was first used on Twitter and spread to the Internet at large. The statement was used as the hashtag #jesuischarlie and #iamcharlie on Twitter. Within two days of the attack, the slogan had become one of the most popular news hashtags in Twitter history”.

E. Peoples Response in Facebook and Twitter

During the incident, some in the community expressed concern about an increased potential for violence or intimidation directed at the France Islamic community as shown in Table 3. Due to this, many started using the hashtag #PrayforParis.

Table no.3: News Coverage Analysis for Paris Attacks

Newspaper	Facebook	Twitter
Times Of India	30 stories posted in Facebook page all the three days. Coverage extended 10-15days 500 likes 50 shares 400 comments	25 stories updated in Twitter page all the three days. Coverage extended 10-15days 20 Favorites 30 Retweet 300 Reply
The Hindu	10-20 stories posted in Facebook page all the three days. Coverage extended 10-15days 400 likes 40 shares 3400 comments	20-30 stories updated in Twitter page all the three days. Coverage extended 10-15days 20 Favorites 30 Retweet 200 Reply

These numbers represents the wide coverage of Paris attack in social media networking sites i.e. Facebook & Twitter followed by Indian English dailies Times of Indian & The Hindu. It represents the coverage of every single day with constant and frequent post about the terrorist attacks in Paris.

F. Parameters of Content Analysis:

Emotional reactions poured on Twitter and Facebook in the hours and weeks following the 2014 Peshawar School Massacre and Paris attacks witnessed fear and social-support reactions from all over the globe with distant vicinity following a terrorist attack news over social media.

Table no.4: Analysis of Peshawar and Paris Attacks with Parameters

1.	Fear	Found fear and social-support reactions from geographically distant communities following a terrorist attack.
2.	Emotions	Seen Emotional reactions on Twitter and Facebook page in the hours and weeks following a terrorist attack.
3.	Sympathy	People shared feelings of pity and sorrow for victim’s misfortune and showed common feelings.
4.	Protest	People start protesting against terrorist’s organizations and terrorism expressing objection to attacks.
5.	Anxiety	People across the world expressed feeling of worry, nervousness, or unease about attacks with an uncertain outcome.
7.	Campaigns	Many online campaigns started by individuals to save and help the attack’s victims and offer them some help.
8.	Frequency	Study found frequent updates for the attacks news coverage.
9.	Horror	Survivors told about the horrific experience and shared with media and family.
10.	Masterminds	A volleyball player, child killer found behind the attack in Peshawar school. Al-Qaeda in the Arabian Peninsula found behind the attack in Paris.

VI. Findings

- Reactions of fear were the most likely of sentiments to be expressed by individuals with direct ties to Paris & Peshawar terrorist attacks.
- Participation is seen as the powerful platform between the followers and the terror attacks news.
- Most of the people read about these attacks in SNS first compare to other mediums.

- Maximum people have contributed to these stories through comments, likes, tweets, follow and shares. It helps a lot with public sentiments and various saving campaigns.
- People did comment on religion stating that :“We need to end religion before it ends this world”
- Most asked question found was “How many more killings in the name of Prophet Mohammed and Islam?”
- Times of India and The Hindu gave importance to these stories by changing their timeline display pictures.
- There were many posts twitted by Times of India in twitter and most of them were credited to AFP.
- #ParisShooting, #PrayforParis, # JesuisCharlie and #CharlieHebdo were the most popular hash tags during the attacks in social media.

VII. Suggestions

Indian English dailies are using social media sites to create social platform among their online readers/followers and in digital media. They should respond to their respective followers but they fail to do so. There should be filtration which can filter advertisements and unwanted unnecessary contents from comment section.

VIII. Conclusion

Social media creates a better impact to the people who follow particular news in SNS. Terror news coverage reaches worldwide quickly in comparison to traditional newspaper but it did not ruin the print circulation. Worldwide coverage and the participation of online users make the news more effective and it helps the victims. It’s palpable that the coverage of such attacks by the online news dailies has more immediate response and browsers tend to get such stories via social media rather than waiting to read the same story for the next day on the print dailies. These newspapers are putting tremendous painstakingness to reach their online readers. The comments and share gets a mixed reaction and the spreading of attack stories are finding more on the sharing side on facebook and twitter.

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