

EFFECTS OF TWITTER TRENDS ON THE INVESTIGATIVE REPORTING OF MAINSTREAM MEDIA JOURNALIST

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DEDICATION

I Dedicate this thesis to all the people who made it possible for me to research a topic that can contribute to the field of journalism. I made this effort to contribute to journalism so that future journalists will find it fruitful to seek help and knowledge from this thesis.

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I am thankful to my creator, who always has my back. I thank my beloved parents, who supported me morally and financially in completing this research. Their continuous motivation and support are the reason for achieving this piece of research. I am also thankful to my supervisor, Dr Qasim, who spent his precious time guiding and motivating me to complete this task. I acknowledge his efforts and will be forever thankful to him.

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ABSTRACT

Twitter has proven to be a vital source of information for professionals, through which they gather different perspectives and narratives regarding any event or story (Weller, 2015). This study sheds light on the important role of Twitter trends in helping professional investigative journalists perform their tasks. It was explained using the “Network public sphere” postulation. The interview method was adopted to examine this influence. This qualitative study adopted a purposive sampling method to select the sample from the population. The thematic analysis procedure was applied to the transcripts of the interviews taken from the fifteen investigative journalists of mainstream media channels regarding their usage of Twitter trends and its effects on their daily basis news reporting of mainstream media journalists. The thematic analysis procedure was implemented step by step to extract the themes and codes from the qualitative data. After applying the thematic analysis procedure to transcribed interviews, the data was analyzed using NVivo. NVivo analyzed the data using different tree maps and text search queries. The final report of the study is created using the data analysis procedure.

Keywords: Twitter, journalists, Twitter trends, mainstream media, investigative reporting

CHAPTER 1

1.1 INTRODUCTION

1.1.1 Investigative Journalism Through Twitter

Collecting and gathering news and information for the general public is called Journalism (Trinidad Guardian, 2024). The development of the internet and technologies causes the growth of different social media platforms, which also affects journalism (Ahuja,2023). The general public and different journalists utilize these social media platforms for their professional work (Mansour, 2016). Due to these social media platforms, the journalist's content shows diversity (Swaroop,2024). These different social media accounts include Facebook, Twitter, Instagram and others. (Michael, 2020).

Investigative journalism is performing in-depth and detailed investigations to expose the truth. Investigative journalists address all sides of the story by collecting and gathering all narratives and perspectives regarding any story, event, or happening (Burgh, 2008). According to Galvao (2023), Investigative journalism is the cornerstone of a democratic state. It helps in maintaining democracy in the country. According to UNESCO, Investigative journalism is revealing facts and narratives disguised for any reason. Investigative journalists make sure to reveal all these facts for the betterment of society and to reveal the truth.

In the book “The Evolution of American Investigative Journalism,” Aucoin (2007) said that many investigative journalists of mainstream media channels were not satisfied with the policies of their channels. Being investigative journalists, they can’t investigate the story thoroughly due to lacking information. They could not broadcast all the information and viewpoints to the public because they had many sources to collect all the information about

any event or story happening around them. Due to fewer resources, they can't publish all sides of the story and lack in delivering different perspectives and contexts related to the story. To reveal the truth, all sides of a story are required. With the development of the internet and different technologies, social media has become a trend that people worldwide utilize for their benefit. People worldwide are available on social media, so they discuss different narratives and perspectives, which helps journalists collect diverse content. These social websites allow everyone to express their ideas and perspectives regarding different issues and events (Swaroop,2024).

Posetti, in 2013, said that Twitter provides many sources to journalists to collect and gather content related to their stories. It allows the journalist to see different sides of the story by collecting content through different sources. The majority of mainstream media journalists took information from social media. The content produced by amateur reporters or i-reporters is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event (Oberiri, 2016). The Public has created my websites online to act as citizen journalists. These news portals and blog sites are active and share different news and information regarding issues and events worldwide (Rabia, 2017).

1.1.2 Role of “Twitter” and “Twitter Trends” In Journalism

People from all over the world can access social platforms and can interact with each other. Through this platform, they share their ideas, opinions, and perspectives with the world (Tufts University,2023). It allows the general public to create and disseminate content worldwide (Davis, 2016). A significant number of people are active users of social media platforms. They produce and disseminate different content to share their ideas and thoughts with the rest of the

world. These social platforms are the best sources for investigative journalists to collect different narratives and perspectives, which helps them reveal disguised facts and narratives.

Professional journalists use numerous social media platforms like Facebook, Instagram, LinkedIn, and Twitter for their professional work (Posetti, 2013), which can enhance their journalism norms, values, and practices and boost their journalism knowledge. Research by Posetti (2013) proves that among all social media platforms, Twitter is considered the most valuable platform for journalists that helps them improve their research work. This social platform was launched in 2006. Everyone worldwide was encouraged to participate and share their ideas, perceptions, and views. People all around the world have interacted with each other through this platform. This platform helps them boost their knowledge regarding their field of interest, have meaningful debates worldwide, share ideas, and much more. History proves that Twitter is considered a significant social media platform for digitally connecting people worldwide. People from all professions participate in this platform to enhance their knowledge and benefit from others' experiences, knowledge, ideas, and stories.

Through these online networks, they can deeply investigate the story by collecting diverse content related to any event, story, or happening. These networks enable them to connect with the world and hear every person's voice who wants to convey their idea or opinion regarding any event, story, or happening (Pacific Journalism Review, 2014). For investigative journalists, Twitter has proven to be a significant tool. Collecting in-depth information is difficult for these journalists; they use different sources to collect and confirm the news. Arjomand and Ghazinejad, in 2021, said that among many sources, Twitter is also one of their sources of collecting in-depth information about any news, story, event, or happening. Through this platform, they can collect and gather content that helps them in their professional assignments. Twitter is a major source of information and interaction among investigative journalists, and they utilize it for their professional assignments.

"Twitter trends " is the most important feature of Twitter. This feature shows the highlighted words or phrases on the top list of Twitter. Twitter trends are the general public's most frequently used words or phrases. According to statistics, 34 % of users and the general public receive their topics of interest through twitter trends (Loker & Kjarval,2015). Twitter frequently gathers all the information using phrases and words, showing them as trending topics or issues. These Twitter trends grab the world's attention toward that highlighted issue or happening. By reading Twitter trends, people can know about the latest events or stories happening worldwide. It provides updates about the hot debates and topics to the rest of the public (Zubiaga et al., 2014).

Daria, in 2024, said that Twitter trends significantly influence people and journalists. It highlights the opinions and ideas of people regarding certain incidents or stories. It grabs the attention of journalists towards the latest issues and events happening around them. Through Twitter trends, journalists identify the public's interest and cover those issues to grab the public's attention. It allows them to collect multiple perspectives and narratives regarding that story or issue. She said that Twitter trends are now also a news source for journalists. CNN and the New York Times also take information and content from Twitter trends.

In the "new news ecosystem," common citizens and mainstream media journalists interact on social platforms, sharing news, information, stories, and opinions about different events, incidents, and events worldwide. In contrast, people also share their viewpoints, perspectives, and opinions regarding different issues. They exchange their ideas and opinions through this "new news ecosystem." Benkler, in 2006, said that Twitter is part of this new news information system, which provides a vital platform to the common citizens and the journalists of news media to share their news, information, knowledge, and opinions about different events, incidents, and happenings around the world.

It is a significant forum where people from all over the world interact and share their opinions, expertise, information, and knowledge about hot topics around the globe. This platform allows the general audience to act as citizen journalists. They can report different incidents and interact with others to debate that topic. Thus, the general public also uses this medium for interaction as well. People worldwide are active users of Twitter, so journalists also prefer Twitter for sharing and receiving different types of information and knowledge. It is a significant forum where people from all over the world interact and share their opinions, expertise, information, and knowledge about hot topics around the globe. This platform allows the general audience to act as citizen journalists. They can report different incidents and interact with others to debate that topic. It promotes the diverse opinions and narratives among the society. Thus, the general public also uses this medium for interaction as well. Among all social media platforms, many journalists prefer Twitter for delivering and receiving different types of news and information worldwide. They share their expertise and knowledge about the issues they know well and discuss different events and stories around the world. (International journal of communication, 2023).

1.1.3 Creating Network Society Through Twitter

With the development of different technologies and the internet, sharing and receiving news on different platforms has greatly influenced people around the globe (kolodzy, 2010). It has transformed the ways of communication (Paulas,2017). Now, it is an important source of communication around the globe. It empowers people to share their points of view on the latest issues or events. (Arif et al., 2020). So, in the current era, where people worldwide can interact and gather on one platform, it creates a " Network Society." This network society is created when people around the globe interact and share their ideas and opinions on one platform. This

Network society creates the public sphere, which allows every individual to participate virtually and share their content or perspective regarding any issue, event, or happening. The core of this network society is journalism. Through Twitter, journalists share news and information about events and issues with the Public. They share every minute news and happenings with the world. They create this network society, which helps them link with other journalists and share their ideas and perspectives to understand the facts better. (Castells, 2010 ; van Dijk , 2012).

Allan, in 2006, said that anyone with internet access, a smartphone, or a computer can produce and publish anything, unlike mainstream media, where content is filtered. They produce and publish content according to the rules and regulations of the channel (Saqib, 2011). So, the growth of the internet facilitates the development of different technologies and social media (Demirsoy & Karakok, 2016). With the emergence of the internet and technologies, Twitter has grown to be a significant platform for sharing and receiving news and information around the globe (Rodriguez & Keane, 2018). Social media provides a forum for different people to communicate globally. Demirsoy and Karakok 2016 said that social media platforms don't censor content, so the Public also utilizes them for social agendas. They use their right to free speech and deliver anything that benefits their agenda. By frequently using any idea or concept, they can attract the attention of the world and can rapidly spread their ideas and concepts to the world. (Kani et al ., 2020).

In today's era, social media platforms, especially Twitter, are the best source for people to share their ideas, opinions, and perspectives regarding any issue, event, or story (Laing, 2017). It is also the best platform for journalists to collect and gather ideas, opinions, perspectives, and narratives regarding different issues, events, or stories. Twitter is the most influential platform for journalism, and journalists use it for different purposes according to their needs and ease (Baftiu & Dodds,2023). However, many people have created fake accounts on Twitter because

no verification and accountability are available (Internet Polic Review,2023). So, much fake information is circulating on Twitter, but journalists can't broadcast any news on mainstream media channels without verifying and investigating the news.

1.1.4 Diversity in Media Content Through Twitter

Mass media lets the public receive different information and knowledge about the world. It is the responsibility of mass media to inform the public about the latest events worldwide. McQuail, in 2000, said that news and information delivered through mass media should reflect diversity in their content. In order to promote diversity in the content, all types of perspectives and narratives regarding the issue or story must be included. Brown, in 2014, said that today's media should prefer diversified content. It is an important concern, so mass media should include all sides of the story to understand the facts better. All types of social, political, and cultural content should be delivered through media. Media should include the perspectives and narratives of all social groups in their content. Their content should portray the norms and ideas of all communities.

Eliminating diverse viewpoints and opinions might lead to censorship. It filters the opinions and narratives regarding the story to reflect only one part, which is censored or filtered (Roessler, 2016). Rub, in 2006, said media shouldn't filter the content and should reflect the full truth. He said that despite the rules and policies of media organizations, mass media journalists should portray all types of information and knowledge in their content. They should publish all perspectives and viewpoints regarding the events and stories.

Mass media has a massive impact on the public. The news, information, or content they show impacts the public. The biased or undiversified content will have a negative impact on the public. The public wouldn't know the whole truth with a lack of complete information or

knowledge. They create stereotypes or misinterpret the information (Alcontentfy, 2013). In mass media, investigative journalists must report complete, in-depth information to understand the facts better. They make sure to reveal all these facts for the betterment of society and to reveal the truth. Due to these social media platforms, the journalist's content shows diversity (Swaroop, 2024). Social platforms are the best sources for investigative journalists to collect different narratives and perspectives, which helps them reveal disguised facts and narratives. Through these online networks, they can deeply investigate the story by collecting diverse content related to any event, story, or happening. These networks enable them to connect with the world and hear every person's voice who wants to convey their idea or opinion regarding any event, story, or happening (Pacific Journalism Review, 2014).

So, diversity is considered very important in democratic states. To maintain democracy between all communities and social groups, media organizations should represent all social, cultural, and political aspects in their content (D'haenens et al., 2015). They should portray the opinions and viewpoints of all communities and social groups. Media has a vital role in creating an image in people's minds and the rest of the world, so all media organizations must convey every voice, viewpoint, and perspective through their content. They play a big role in creating opinions, so diversity is required. According to media diversity theory, lacking diversity in content may lead to stereotypes of underrepresentation of social groups or communities. It sheds light on having more diversity in media content, including all religions, genders, and social groups, for fair representation through their platform's content. Mass media have a powerful impact on the rest of the world, so they should represent all viewpoints and opinions of people to the world.

Twitter has grown to be a significant platform for sharing and receiving news and information around the globe (Rodriguez & Keane, 2018). A large number of people are active Twitter users. They created their accounts and shared every second of information on Twitter. They

share a bundle of information and knowledge with the rest of the world through their tweets and comments. They utilize Twitter not only to receive information but also to act as citizen journalists and report news and information about every event or story happening around them.

Nieman Reports in 2023 states that Twitter provides the opportunity to citizen journalists and mainstream media journalists to get access to diversified content. Through Twitter, journalists can collect and gather different contexts, perspectives, and narratives for any event, issues, or events happening around them. Different features of Twitter, like Twitter trends, help individuals search for their topic of interest. Twitter trends consist of many phrases or words frequently used by the public. People and journalists can gain much knowledge regarding that event or story by clicking on any Twitter trend. People can benefit from this feature by quickly finding the news, incidents, and stories that only match their area of interest. This feature saves a lot of their time. Using this feature, they can find the trending news, events, stories, and accidents of interest worldwide. Through Twitter trends, mass media and journalists can gather meaningful, updated information about the story with different perspectives and narratives to better understand the truth.

1.2 STATEMENT OF PROBLEM

Due to the internet and technologies, Twitter has grown to be a significant platform in the hands of citizen journalists. A significant number of people are active users of social media platforms. Through Twitter and Twitter trends, they grab the attention of the rest of the world. This study investigates how this significant platform's development influenced journalism. It examines the journalistic use of Twitter by investigative journalists of print and electronic media and will also analyze the effect of these "Twitter trends" on the reporting of investigative journalists of mainstream media. Due to the internet and technologies, Twitter has grown to be a significant

platform in the hands of citizen journalists. A significant number of people are active users of social media platforms. Through Twitter and Twitter trends, they grab the attention of the rest of the world. This study investigates how this significant platform's development influenced journalism. It examines the journalistic use of Twitter by investigative journalists of print and electronic media and will also analyze the effect of these "Twitter trends" on the reporting of investigative journalists of mainstream media.

1.3 RESEARCH OBJECTIVES:

- 1) To examine the usage pattern of Twitter by investigative journalists of print and electronic media.
- 2) To analyze the effects of "Twitter trends" on the reporting of investigative journalists of print and electronic media.

1.4 RESEARCH QUESTIONS:

- 1) What are the usage patterns of Twitter by investigative journalists of print and electronic media?
- 2) How do "Twitter trends" affect investigative journalists' reporting of print and electronic media?

1.5 SIGNIFICANCE OF STUDY

This study signifies the importance of "Twitter Trends" in investigative journalism. It shed light on the importance of Twitter in journalism. It highlights that with the help of Twitter and Twitter trends, investigative journalists can collect more in-depth information to investigate the story. Twitter is accessible to everyone, so people from all over the globe utilize it for different purposes. Professionals from all sectors, including politicians, celebrities, and other major public organizations, are also available on Twitter so that investigative journalists can gain multiple perspectives and narratives. Some journalists still don't prefer social platforms for their professional work; they consider it unprofessional, but this study's findings highlight the importance of Twitter in journalism. This reflects that Twitter and Twitter trends have a major impact on investigative journalists' reporting. Although it is considered unauthentic, investigative journalists prefer this platform to collect different narratives regarding their stories.

CHAPTER 2

LITERATURE

2.1 Effects of Twitter on Mainstream Media Reporting

Twitter is a social media platform that is not only used by people for making social contacts or keeping connections with others, but this platform is also significantly used for publishing and disseminating different types of recent news and information about issues, events, or stories happening around the world (Kwak, Lee, & Moon, 2010).

The flow of information through Twitter is highly significant. Through Twitter, information is delivered quickly within no time. Through this platform, people can receive any information at any time. (Lerman & Ghosh, 2010). Neuber& Neurnbergk 2014 said that many professional

journalists utilize Twitter for their professional work. They use Twitter to collect and gather different types of news and information for publishing and broadcasting on mainstream media channels. The job of an Investigative journalist is to collect and gather different types of news and knowledge related to a different type of story, news, event, or happening around the world. By collecting detailed and in-depth information, they can investigate the story and bring the truth to the public. Collecting detailed and in-depth information is difficult for these journalists; they use different sources to collect and confirm the news. Among many sources, Twitter is also one of their sources of collecting in-depth information about any news, story, event, or happening.

After the incidents, different types of debates and questions have been raised in Germany about the usage of Twitter in society. Although Twitter has provided people with several opportunities, it also has some challenges. In 2009, the Winnenden school shooting incident was tweeted live on Twitter by the students. It was delivered through Twitter while it was happening. It creates a negative impact on people and spreads fear among them. The actress Marina Gedeck case was also an example of bad incidents that happened through Twitter. A fake Twitter account acting as actress Marina Gedeck released the results of the presidential elections before it was delivered through mainstream media or any other government source. The results of the US presidential elections were leaked through a fake Twitter account (Neuber& Neurnbergk, 2014).

With the development of digital technologies, Twitter has gained much popularity and has become significant for journalists in mass media. However, with advantages, it also comes up with some challenges that journalists of mass media face while collecting and gathering data and information from Twitter. Demirsoy and Karakok 2016 said that social media platforms don't censor content, so the Public also utilizes them for social agendas. They use their right to

free speech and deliver anything that benefits their agenda, so it becomes challenging for journalists to identify the true information. It leads to the misinformation because anyone can say anything, which manipulates the reality.

Some scholars have highlighted the role of social media as a challenge for mass media. They claim that although social media helps mainstream media complete their tasks, it also pressures these journalists. Because of social media, journalists also face some challenges in their field. He said that through Twitter, people hold the accountability of journalists and government policies around the country. Through actively utilizing this social platform, the general public pressures mainstream media journalists and the government to put their efforts into solving the country's social, political, and cultural issues. The emphasis and accountability of journalists are to stay unbiased and reveal the truth regarding a particular issue, event, or story. The general public questions the normative role of mainstream media through these platforms. According to Vanderwagon, Twitter is the main vehicle for conveying public demands and opinions to journalists and the government. He said that breaking news is now mostly delivered through Twitter around the globe. Twitter has a significant impact on disclosing the realities throughout the world. They also pressure journalists around the world to act partially to expose the complete truth.

Vis, in 2013, said that Twitter brings a major shift in journalism. Before digital journalism, it was very hard for journalists to quickly collect different types of data and information. At that time, they have very few sources to collect and gather multiple narratives and perspectives of the story. But with the growth of Twitter, now the job of collecting and gathering multiple perspectives becomes it. Twitter has become a significant tool for them, helping them complete their professional assignments. They can gather different types of data and information about their story or news through Twitter and Twitter trends.

Due to the development of the internet and technologies, anyone around the world can participate through Twitter's social platform and utilize Twitter for different purposes. Not only common people but also professional journalists use Twitter for different purposes. The growth of these different social media platforms also affects journalism (Ahuja,2023). Mansour, in 2016, said different journalists utilize these social media platforms for their professional work. It provides different types of sources for journalists to collect and gather different types of content related to their stories and events happening around them. It allows the journalist to analyze different sides of the story by collecting and gathering the content through different sources. Professional journalists use numerous social media platforms like Facebook, Instagram, LinkedIn, and Twitter for their professional work (Posetti, 2013), which can enhance their journalism norms, values, and practices and boost their journalism knowledge.

Armstrong and Gao, in 2010, said all people around the world utilize Twitter, so whenever any event or incident happens around anyone, people report it to Twitter. They posted their live video and every detail of the incident they captured through their own eyes. It becomes the biggest source for mainstream media journalists to collect as evidence or to understand the story completely. Although journalists were not there, it provided the opportunity to collect pieces of evidence and proof with the help of social media. This type of incident reported by the general public gained popularity through Twitter trends. They convey that incident to the world by utilizing Twitter and its important feature, “ Twitter trends.”

2.2 Diversity in Media Content Through Twitter

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Knight, in 2012, said that Twitter had provided a significant platform for journalists to interact with the audience directly. Through Twitter, they can identify the issues and voices of the public. Mainstream media is one way to communicate so that people wouldn't give their feedback, but now, due to the internet and technologies, communication is very different. People can give their feedback. Through Twitter, journalists gather their opinions and ideas and convey them to the rest of the world. Knight said that by shedding light on the issues of the public, journalists earn popularity. They started trusting him and following them in return. So, through Twitter, journalists can earn the popularity and trust of the public.

Mass media has a massive impact on the public. The news, information, or content they show impacts the public. The biased or undiversified content harms the public. The public wouldn't

know the whole truth with a lack of complete information or knowledge. They create stereotypes or misinterpret the information (Alcontentfy, 2013). In mass media, investigative journalists must report complete, in-depth information to understand the facts better. They make sure to reveal all these facts for the betterment of society and to reveal the truth. Due to these social media platforms, the journalist's content shows diversity (Swaroop,2024). Social platforms are the best sources for investigative journalists to collect different narratives and perspectives, which helps them reveal disguised facts and narratives. Through these online networks, they can deeply investigate the story by collecting diverse content related to any event, story, or happening. These networks enable them to connect with the world and hear every person's voice who wants to convey their idea or opinion regarding any event, story, or happening (Pacific Journalism Review, 2014).

Twitter has grown to be a significant platform for sharing and receiving news and information around the globe (Rodriguez & Keane, 2018). Nieman Reports in 2023 states that Twitter provides the opportunity to citizen journalists and mainstream media journalists to get access to diversified content. Through Twitter, journalists can collect and gather different contexts, perspectives, and narratives for any event, issues, or events happening around them. Data collection through different communication technologies provides useful information for research purposes (Deuze and Marjoribanks,2009). Twitter has become famous after highlighting several major events like the 2008 US presidential election. People started a debate session, sharing their opinions and showing their interest. Many people get connected to Twitter during that period to share their opinions and get up-to-date information regarding that event(Huberman et al., 2009).

2.3 Twitter Usage Patterns of Investigative Journalists

With the advancements in technology, the internet, and different social media platforms, the role of journalists seems to have completely changed in disseminating and publishing information and news around the world. Through social media, they collect and gather different types of information and gather the viewpoints of people around the world. It also helps journalists bring effectiveness to their professional works (Bruns, 2005; Neuberger & Neurnbergk, 2010). Journalists now have different social media platforms through which they can easily gather information regarding their field of interest and obtain accurate results in less time utilizing multiple sources through social media. Social media platforms have also proven to be effective in understanding the truth. With time, Twitter has become useful for people as it benefits people by sharing and receiving different types of information across the world. Most Twitter users are scholars and professionals who use Twitter professionally. They utilize it to interact with the general audience. Through Twitter, they can easily get updated about trending news, so they prefer Twitter for sharing and communicating with people across the world (Braun and Gillespie, 2011).

Professional journalists utilize different types of social media platforms like Facebook, Instagram, LinkedIn, and Twitter for their professional work (Posetti, 2013). Through social media, they enhance their journalist norms, values and practices by justly investigating the stories. Research by Posetti (2013) proves that among all social media platforms, Twitter is considered the most valuable platform for journalists that helps them improve their research work. This social platform was launched in 2006. Everyone worldwide was encouraged to participate and share their ideas, perceptions, and views worldwide. People all around the world interact with each other through this platform.

Twitter helps journalists in boosting their knowledge regarding their field of interest. Through this platform, they have meaningful debates worldwide and share their ideas. History proves that Twitter is considered a significant social media platform for digitally connecting people

worldwide. People from all professions participate in this platform to enhance their knowledge and benefit from others' experiences, knowledge, ideas, and stories. Twitter is one of the most valuable platforms for sharing news, information, ideas, opinions, perspectives, and context about the different events, stories, and happenings worldwide. It is considered one of the best learning platforms where different serious issues are also discussed to take the opinions of others worldwide, leading to better decision-making (Arif et al., 2020).

Many political issues and government decisions seem to be resolved with this platform's help. Different debates were held worldwide, and people criticized government acts to protect their rights. Now, with the advancement in knowledge, the use of Twitter increases daily as everyone is trying to gather knowledge worldwide to become a star in their field. Meanwhile, they use Twitter, which helps them all around their work. People also benefit from Twitter by taking others' attention to any news using similar hashtags and grabbing the audience's attention on certain events, incidents, or happenings worldwide. It seems that the use of Twitter will also increase in the future, and people from all fields will use it daily to increase their learning (Lee and Kim, 2014; Tandoc and Ferrucci, 2017). For instance, many news organizations, media industries, news channels, researchers, journalists, and authors use this platform to prove productivity in their findings (Arif et al., 2020).

Ahmad, in 2010, stated that Twitter is an effective platform for professional workers to investigate journalists. Through this social platform, people get updated regarding current news, events, and incidents around the world. This platform helps them share their opinions and ideas regarding events and stories and learn more about other people's opinions (Bruns, 2012). According to Newman (2009), the increase in the daily usage of Twitter by all field professionals seems to influence mainstream media reporting.

Using different social media platforms like Twitter overcomes the drawbacks of traditional media. One of the segments most affected by social media platforms is journalists, as they seem to be the most active users of Twitter compared to other fields. Different journalists use Twitter to disseminate news and information and inform the public's ideas and attitudes about various stories, events, and global events. Traditional media limits journalists. Journalists have limited information regarding the event and incidents, which means they cannot determine the main cause of the problem in less time. They mediate between the news sources and the citizens, receiving information through limited resources and forwarding it to the public according to their interests. Collecting and gathering meaningful information through Twitter helps journalists complete their professional tasks. They get different types of angles and perspectives of the story that provide their story with the future direction. It helps journalists identify the missing gap in the story, which helps them understand the reason behind the occurrence of any issue or incident (Zubiaga et al., 2016).

2.4 "Twitter Trends" Algorithm:

Twitter trends have a powerful impact on the reporting of mainstream media. They play a significant role in shaping the minds of the people. With the help of Twitter trends, people can easily get updated information about what is happening around the world (Hermida, 2010). Twitter trends also provide direction to investigative journalists about the case they are investigating. It guides them about the missing gap and detailed knowledge about the story. It provides useful information according to their field of interest (Ahmad, 2010). It leads investigative reporters to rely on Twitter for collecting and gathering different types of information and to get updated about recent information about their story

Different features of Twitter, like Twitter trends, help individuals search for their topic of interest. People can benefit from this feature by quickly finding the news, incidents, and stories that only match their area of interest. This feature saves a lot of their time. Using this feature, they can find the trending news, events, stories, and accident stories in their favorite genre worldwide. It also helps gather meaningful updated information and share other points of view regarding that event, which also helps get information regarding the news's reality.

Small, in 2011, said that individuals utilize the twitter trend feature for the work to search different topics, news, and events of their interest and benefit from it. It saves a lot of their time by quickly searching for the latest news regarding that event and saves their time. It also helps in extracting much knowledge with little effort. Different studies have also proven that this feature helps extract accurate and meaningful data compared to other data collection methods.

One of the most vital uses of this feature is to keep the world informed about the latest events, news, and incidents. Searching several keywords and phrases can easily inform about that event in real-time and add their suggestion. Most journalists opt for this feature in day-to-day findings to get up to date regarding the latest events (International Journal of Communication, 2023). Besides the different benefits of Twitter, people use it incorrectly and get benefited. People misuse Twitter by spreading false news and getting attention using trending algorithms. Many individuals use fake Twitter accounts. They create Twitter trending lists to promote false news to distract people's attention. People start considering that news as true and, without verifying that news, share that false news on different platforms.

Twitter can set its agenda with the help of a top trending list. People can view top trend information and discuss, comment, and debate on that news, which can modify the issue and generate a pool of knowledge for the reader. This information is then used for research purposes by different journalists to help them more clearly understand the agenda and add new

knowledge to the existing literature (Demirsoy& Karakok, 2016). Moreover, the knowledge shared by different people worldwide daily is determined by national press news. It seems that more accidents covered by national media have already become a topic of debate on Twitter, which helps resolve that issue and bridge the gap.

With technological advancement, different social media platforms have become news sources for field experts according to their needs and areas of interest. Nowadays, people use different social media platforms like Facebook, Instagram, Twitter, and LinkedIn to extract information through different official sites because people use these platforms daily and share the latest news, events, and stories used for different research purposes (Wohn & Bowe, 2016). The journalism produced by data extracted from these platforms also impacts the content of the mainstream media.

With the help of Twitter trends, important topics can be highlighted to grab the audience's attention and get their focus and opinions to help finalize the conclusion of that accident or event and get the pros and cons of that. Parmelee, in 2013, said that the voices of minorities can be shown through Twitter trends. Twitter trends allow everyone to deliver and publish their ideas, opinions, and perspectives regarding different issues, events, or events around them. They are very significant in raising the voices of minorities. They provide popularity to the topics that the rest of the mainstream media ignored. These topics hold significance, but they are not in the limelight for some reason, so Twitter helps minorities and other people raise their issues to bring them to the limelight.

Hermida, in 2010, states that Twitter is also utilized to spread awareness among the public. It provides valuable news and information to an individual and spreads awareness regarding different types of issues and incidents to save people. For instance, during COVID-19, Twitter was used as a useful platform for sharing different awareness regarding the spread of this virus

to control it. People use this platform daily and share many awareness tips and safety precautions with the rest of the world (Papper 2011). hence, Twitter spreads meaningful information and awareness regarding any event to control those incidents (Ehrlich 2011).

Twitter is also a way of getting diverse content by engaging people worldly and benefiting from the knowledge and information regarding that event. Multiple contexts were available on Twitter without any gatekeeping process. As the use of social media is increasing day by day, there is a need to create awareness among individual regarding true or false news so that before sharing that news or giving their consultation, they must know the story behind that so that they engage accordingly as little knowledge of a certain event, the incident is better than not know. One must be aware of the content someone shares before giving feedback. Most of the time, it seems that regardless of confirming the news, people just take it as true and make up their minds regarding certain parties and groups of individuals, leading to many long-running conflicts.

Besides the many advantages of using social media, there are also many disadvantages. Investigative journalists hold different groups, individuals, and governing parties accountable when, due to Twitter trends, people focus on unethical behavior or false news that has many side effects on the country and needs to be controlled for peace. Therefore, there is a need to concentrate on Twitter's highlighted trend to avoid conflict. As the knowledge extracted from Twitter provides in-depth investigative reporting, there is a need to find the difference between true and false news, as they can deeply impact the overall findings of journalists when they extract false news and try to analyze it.

Investigative reports generated by mainstream media are more concentrated when Twitter trends highlight them. They get immediately viral on Twitter due to millions of people sharing that message throughout the world, according to their perception of their accounts, and they

become highlighted in less time. However, this fast spreading of news, events, or incidents may lead to the spread of misinformation by investigative journalists and become an issue. Different political prejudices may influence Twitter trends. It can directly impact the tone of investigative reporting, leading to journalists feeling compelled to align or oppose narratives on Twitter. There is a need to highlight this issue to avoid future wars. Journalists face many challenges on Twitter while collecting and gathering knowledge and information for investigative reporting. Twitter trends pressure journalists to investigate the trending topic. They emphasize that they should investigate the root of that event or incident.

Twitter trends have benefits and side effects on mainstream media investigative reporting. It helps journalists identify different stories, engage with their target audience, and access real-time information, but it also faces many consequences in terms of speed, accuracy, and sensationalism. Journalists must use Twitter trends while adhering to journalistic norms to improve their research. Thirteen major news organizations utilize Twitter as a significant platform to disseminate different types of news and information around the world. Through Twitter, they grab the attention of a larger audience. People can easily receive their information on Twitter and get updated on the information regarding these organizations. People also share their ideas and opinions regarding the enhancement of their systems (Holcomb, Gross, and Mitchell, 2011).

People get motivated to use Twitter to get updated on current affairs and to get a piece of complete knowledge regarding that. They use Twitter many times a day and also share their opinions accordingly. It not only spreads current affairs at a high pace but also leads to increased frequency of Twitter usage. Nowadays, it seems that Twitter users are increasing because everyone wants to get the latest updates regarding current affairs (Berglez, 2013). Many media channels take help from this updated information shared on Twitter and use that in their reporting to get highlighted and engage more audience attention to earn profit.

2.5 Authenticity of Twitter Content

Kperogi, in 2011, said that some journalists publish and disseminate content without verifying its source or authenticity. Every journalist's job is to investigate the story thoroughly before publishing it on any platform, but according to Kperogi, some journalists failed to complete their tasks and delivered unauthentic content. Most mainstream media journalists took information from different social media platforms. The content produced by amateur reporters or i-reporters on social media is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event. (Oberiri, 2016). Yves Eudes, a French journalist, said that the content on social media produced by citizen journalists or i-reporters is not authentic. This content is produced by the general public, who are not trained journalists. Yves Eudes said mainstream media journalists have a complete education about journalism, so while delivering or publishing any content, they make sure to deliver according to journalism ethics. However, these citizen journalists are unaware of these ethics or rules while delivering the content. So, the content delivered or published by citizen journalists is not verified or authentic. He said they only publish the content they see with their eyes. They don't investigate that topic. So, there is a chance that they are delivering manipulated information. Unlike citizen journalists, mainstream media journalists are trained in their profession. They conduct complete investigations before publishing or disseminating any content so the content published by mainstream media journalists is mostly authentic and verified.

With time, the impact of Twitter has increased. This social platform also allows mainstream media journalists to interact with other journalists. Through this platform, they gain feedback and ideas from other journalists. Using the feature of Twitter trends and hashtags, they also

grab the attention of international journalists. They interact with each other and share their information or news regarding that event. Journalists gain complete knowledge of the truth by having multiple knowledge and content about the particular news. It eliminates the biases from their content and allows them to deliver factual information to the public (Carson, 2019).

The survey conducted in 2014 concluded that Twitter has a significant impact on the field of journalism in different countries. It has a major impact on mainstream media channels. This survey was conducted in the newsrooms of mainstream media channels in Germany in 2014. It has resulted in mainstream media journalists using Twitter in every department of the news channel. They use Twitter for multiple purposes. They utilize it according to their need and requirements. According to that survey, the news channels of Germany published different rules and policies for mainstream media channels and journalists regarding the usage of Twitter for professional work. These rules and policies address the behavior of professional journalists or mainstream media channels while utilizing Twitter for collecting, gathering, investigating, or making different types of reports regarding events, stories, or events around the world. These rules and policies define the interaction of journalists with an audience. They make it mandatory for journalists to provide authentic sources or to verify data and information before delivering it through mainstream media channels. By addressing some rules, they aim to prevent the negative impact of Twitter on mainstream media channels. The general public publishes social media content, so they can't publish it on mainstream media channels without undergoing verification. Major of people criticize Twitter for being unprofessional. They criticize Twitter content for lack of in-depth knowledge and verification. They published these rules and regulations to utilize Twitter for professional work to avoid criticism from the public and other organizations.

Parmelee said that mainstream media journalists have to post several stories in one day, so the pressure of posting so many stories might lead them to pick any random story with no news value. Social media is an important source of communication around the globe. It empowers people to share their points of view on the latest issues or events. (Arif et al., 2020). So, people anyone can utilize Twitter. The content produced by the general public has no authenticity, so journalists must select stories wisely. Parmelee said many stories are highlighted daily through Twitter trends, but journalists can't collect or gather every news or information from citizen journalists. They should conduct an investigation or verification before selecting any story.

Alaska, in 2011, said that the news verification process before publishing any news has changed. But now, people deliver different types of news and information on social platforms without verification. They don't investigate or research before publishing news or information on social media. It does not involve the gatekeeping process for sharing any news and information through this platform at any time. The reason for eliminating this gatekeeping process is to produce content that shouldn't be filtered or censored. In order to maintain democracy, social media platforms allow everyone to have the right to free speech. Unlike mainstream media, social media is a two-way communication that allows everyone to share and receive different thoughts, opinions, and information throughout the globe. By having two-way communication, the public discusses the policies and acts of government. They hold debates on different political and social issues happening around them. So, disseminating news and information through social media strongly impacts the public and news channels.

New communication technologies change the way the existing media works. These changes were noticed over a long period. Introducing different communication technologies impacts how journalists gather information about their topic of interest (Lievrouw, 2002). It also helps journalists gather meaningful information in less time. Nowadays, gathering news stories daily

has become the biggest struggle for news reporters. To simplify this task, they found technology and prefer social media to collect and gather stories about recent events and publish them on mainstream media. They mostly select the trending stories from the internet and deliver them through mainstream media. Twitter can be its biggest example, where the general public plays an active role in delivering the content or information timely along with the specific hashtags and attracts the attention of most mainstream media journalists to create stories from it. However, this massive usage of trending hashtags might represent one side of the story. This phase of collecting information questions the effects of these trends on the journalist's viewpoint while publishing the same story. Does he show the same context of the story as per the trend, dominated by thousands of people, or does he investigate it thoroughly and bring his other perspective to that story for the people? These stories delivered by thousands of people in the form of trends also represent some common agenda, dominating only one side. These dominant trends somehow become the dominant opinions, which may cause the reporter difficulty going against them and persuading people that the other side can also be true.

2.6 Role of Twitter Trends in Creating Agendas:

Journalists and the general public utilize these social media platforms for different purposes. Mainstream media journalists utilize Twitter for professional purposes (Mansour, 2016). Through these online networks, journalists can deeply investigate the story by collecting diverse content related to any event, story, or happening. It allows the general public to create and disseminate content worldwide (Davis, 2016). Arjomand and Ghazinejad, in 2021, said that among many sources, Twitter is one of the most important sources of journalism for collecting in-depth information about any news, story, event, or happening. Through this

platform, they can collect and gather content that helps them in their professional assignments. "Twitter trends " is the most important feature of Twitter. This feature shows the highlighted words or phrases on the top list of Twitter. These trends are the general public's most frequently used words or phrases. Twitter is the most significant platform for journalism. Journalists Utilize it for different purposes according to their needs and ease (Baftiu & Dodds,2023). However, many people have created fake accounts on Twitter because of the absence of verification and accountability processes (Internet Polic Review,2023).

Twitter is the most significant platform for politicians and journalists around the world. Through Twitter, they receive updated information and share their opinions about the social and political issues around them (Conover et al., 2011). Wohn and Bowe (2014) claim that although social media provides opportunities for people to receive and deliver news and information, Twitter is criticized for its lack of fact-checking on social media, which promotes the rise of fake information on these platforms. They said that through social media, the public creates their agendas. On social media, they deliver the content that satisfies their agendas. They said people construct their own realities by interacting with others on social media. However, according to Shahin (2020), Twitter is now criticized for promoting hate speech (Soorholtz and Woolley, 2022) and fake information (Thompson &Lazer, 2019). So, much fake information is circulating on Twitter, but journalists can't broadcast any news on mainstream media channels without verifying and investigating the news.

Small, in 2011, said that Twitter trends are the most important feature of Twitter. Through this feature, people can find their topic of interest. They can easily identify the latest news about their topic of interest. This feature presents the highlighted words or phrases on the top list of Twitter. Twitter trends are the general public's most frequently used words or phrases. Twitter frequently gathers all the information using phrases and words, showing them as trending topics or issues. These Twitter trends grab the world's attention toward that highlighted issue

or happening. By reading Twitter trends, people can know about the latest events or stories worldwide. It provides updates about the hot debates and topics to the rest of the public (Zubiaga et al., 2014).

According to statistics, 34 % of users and the general public receive their topics of interest through Twitter trends (Loke & Kjarval, 2015). Zhang and Margaret, in 2023, said that Twitter trends hold significance in providing opportunities for people to know about the latest and most recent updated news about their topic of concern. Daria, in 2024, said that Twitter trends significantly influence people and journalists. It highlights the opinions and ideas of people regarding certain incidents or stories. It grabs the attention of journalists towards the latest issues and events happening around them. It allows them to collect multiple perspectives and narratives regarding that story or issue. She said that Twitter trends are now also a news source for journalists. CNN and the New York Times also take information and content from Twitter trends. Through these Twitter trends, they can learn about what is happening around the world. These Twitter trends provide them with multiple perspectives, narratives, and contexts of stories.

However, Zhang and Margaret said that people use this feature incorrectly. Through Twitter and Twitter trends, they promote misinformation and fake knowledge. Twitter has failed to explain its algorithm, so content verification and authenticity are questions. No authentic source can verify the news, knowledge, or information delivered through Twitter (Ananny, 2015). Some studies concluded that people promote fake information on Twitter through fake accounts and Bot networks. These fake accounts promote false information on Twitter (Zhang & Margaret, 2023).

Zhang and Margaret (2023) said that when any Twitter trend gained popularity, its importance could also be seen outside social platforms. These popular Twitter trends also grab the attention

of the government and mainstream media channels. Journalists know that the public is curious about these trends, so they also convey information regarding Twitter trends through their mainstream media channels. Twitter trends can grab a large audience's attention from the inside and outside of this platform. These trending topics became the talk of the town, so professional journalists also talked about them to get the audience's attention. They are capable of grabbing a large audience.

But these Twitter trends act as filters and don't convey complete information to the rest of the world. They construct reality in the minds of people according to their propaganda. Social media lacks accountability and verification, so people utilize it for personal benefits and propaganda (Wohn & Bowe, 2014). Mazoyer and Cage, in 2022, said that Twitter tends to influence the reporting of mainstream media journalists. The majority of mainstream media journalists took information from social media, especially Twitter. The content produced by amateur reporters or i-reporters is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event. However, Twitter trends do hold credibility, so there is a chance that they might pick distorted facts and information because the public has created their websites online to act as citizen journalists. They produce and disseminate different content to share their ideas and thoughts with the rest of the world.

Wohn and Bowe (2014) said that through Twitter trends, people try to manipulate the truth and construct a social reality that only satisfies their propaganda. Using these manipulated Twitter trends and trending topics tends to create the wrong perception in people's minds about particular events, incidents, stories, or happenings around the world. According to Wohn and Bowe, despite these manipulated "Twitter trends," some people still successfully create their social reality by gaining information through their networks or sources. They can also know the truth by having some personal experiences regarding the same incident, event, or story that

happens around them. This perception of reality also highlights the role of media in portraying the reality. It depends on how they shape the reality in the audience's minds. It is the job of the media to deliver all types of contexts and narratives to the public, so if the media deliver complete truth to the public, they will construct the true perception of reality and better understand the facts. However, if media follows censorship and delivers filtered or censored content, it affects the public's minds. Through this biased information, they create a wrong perception of reality.

Wohn and Bowe said that media plays a significant role in creating different types of perceptions in the public's minds by showing them information or news with a particular perspective or narrative. Wohn and Bowe said that media plays a significant role in creating different types of perspectives and contexts in the audience's minds by showing or revealing the particulars. People's judgment about reality is also greatly influenced by their previous knowledge of people about that particular story or incident. So, people with less knowledge, information, or experience regarding any particular incident, event, or story are more affected by Twitter trends. They construct the same social reality shown or delivered by those Twitter trends. For instance, when it comes to topics about foreign nations or any other topic where people have less information about that event, story, or happening, Twitter trends have a powerful impact on people's perceptions.

Twitter plays a major role in disseminating and conveying public voices to the government. For instance, during the protest in Wisconsin Labor in 2011, Twitter played a major role in highlighting their demands. During the protest, this Labor utilizes Twitter to pressure the government to hear their voice. By using the hashtags #wiunion, they grab the attention of journalists and the rest of the world. They thought that mainstream media would censor their content and not show their protest to the rest of the public, so they utilized Twitter to pressure

the government to accept their demands. Twitter was fruitful for them, and they successfully conveyed their demands to the government.

Twitter, being a social platform, was utilized by supporters and opponents to disseminate and share different types of news, information, and contexts regarding different events, stories, or events to keep people updated on the latest news about the protest or any other issue. To keep people informed about the different events, they make frequent use of hashtags and particular phrases or words to create Twitter trends (Veenstra et al., 2014). Twitter trends significantly influence people and journalists. It highlights the opinions and ideas of people regarding certain incidents or stories. It grabs the attention of journalists towards the latest issues and events happening around them. Through Twitter trends, journalists identify the public's interest and cover those issues to grab the public's attention (Daria, 2024), so the public frequently uses Twitter trends to grab the attention of journalists and the rest of the world.

2.7 Five Ways of Utilize Twitter in Mass Media

Berglez, in 2013, said that among all social media platforms, mainstream media journalists prefer Twitter for their professional work. Posetti (2013) also states that among all social media platforms, Twitter is considered the most valuable platform for journalists that helps them improve their research work. This social platform was launched in 2006. Berglez said that A journalist with a good understanding of technology and internet-based communication can easily access all social media platforms around the globe. By knowing technology, they can gain access to global knowledge and information. Through social media, they can easily learn different perspectives and narratives about events, stories, or incidents happening around the world.

Neuber and Neurnbergk (2014) identify the five ways different mass media journalists around the world use Twitter for their professional tasks. It explains how Twitter collects and gathers different perspectives, contexts, and narratives for any story or event worldwide. These five ways are as follows:

2.7.1 PUBLICITY:

The first way through which the majority of journalists Utilized Twitter was to do publicity. In order to publicize their websites or channels, they utilize Twitter. Through Twitter, they create their accounts and gain followership. They attached the link to their program or channel along with their tweet to increase their popularity and grab the attention of people worldwide. Their programs on mainstream media channels and websites contain content reflecting their interests and personal opinions about the different stories, events, and recent events worldwide.

2.7.2 LIVE REPORTING:

The second way most journalists utilize Twitter is to do live reporting. Through live reporting, they shared real-time news coverage of the incidents, stories, and events around them. Through the Twitter platform, they report different types of breaking news and provide updates about the stories and incidents straight from the scene of the event or incident to the public.

2.7.3 INTERACTION:

The third way in which journalists mostly use Twitter is for "Interaction." Journalists utilize Twitter to grab the general public's attention and interact with them. They created different public spheres, where they mostly held debates about recent events happening around the world with the general audience. By interacting with the general audience through this platform, they shared different perspectives and contexts with the public about the stories and events to provide them with different contexts or happenings for their better understanding of the truth.

2.7.4 MONITORING:

The fourth way most journalists use Twitter is to monitor the responses of the general audience. Most journalists use this platform to examine citizens' reactions to events, incidents, or stories worldwide. They analyze these responses of the audience to create different reports on the general public's thinking about certain events and events around the world. But still, there are some journalists and news media companies who don't prefer social media for collecting, gathering, or publishing news and information for their professional work because they perceive it unnecessary.

2.7.5 INVESTIGATION:

The fifth and most important reason why most journalists use Twitter is to investigate different stories. Many journalists utilize this platform to investigate and examine the different perspectives and contexts of the same stories, events, incidents, and happenings around the world.

Clark and Parsons, in 2019, said that Twitter is the biggest source for maintaining democracy in society. They said that through Twitter trends, the public and journalists can raise their voices against the corrupt government. Mainstream media content is mostly censored, so Twitter is the best source for promoting the voices against cruelty. Clark and Parsons said that many journalists use Twitter to disclose the corruption or wrong policies of the government. Twitter trends grab the attention of the world toward the injustice done by the people who have power in society. Twitter is a significant platform for the general public and journalists to share and receive different ideas, opinions, and knowledge worldwide.

2.8 Creating a Public Sphere through Twitter

With the development of different technologies and the internet, sharing and receiving news on different platforms has greatly influenced people around the globe (kolodzy, 2010). It empowers people to share their points of view on the latest issues or events. (Arif et al., 2020). So, in order to interact and gather on one platform, the public creates a " Network Society. "Through this network society, they create the public sphere. Through Twitter, journalists share news and information about events and issues with the Public. They share every minute news and happenings with the world. They create this network society, which helps them link with other journalists and share their ideas and perspectives to understand the facts better. (Castells, 2010; van Dijk, 2012). The public sphere is an online public sphere where the networked public and citizens in online spaces get together and interact with each other to exchange their opinions, ideas, and stories related to different issues. This issue can be different in nature, such as political, social, and cultural issues. It encourages the participation of the masses to gather on one platform and share their ideas and viewpoints. There, they have "freedom of speech." They can comment or share anything without restriction to censor or filter their opinions. (Oxford University Press,2016).

The public sphere connects millions of citizens around the world. News media journalists are interconnected with each other with the help of this platform, which helps people share information, news, and stories regarding any event, incident, or trending thing. Benkler, in 2006, said that different social media platforms have allowed the general public to participate and deliver their views and content. Through these different points of view and narratives, investigative journalists seek content and collect different content and information regarding their topic of interest. It helps them share their own opinion regarding that event, helps in understanding the main root cause of that situation, and with the help of suggestions of millions of people, it helps in getting the solution. The new news ecosystem helps people share their

knowledge without any fear. In his paper, Benkler 2006 states that Twitter is one of the parts of a new news information system and provides a platform for millions of people to make their accounts get up-to-date information regarding any event and share their opinions worldwide.

The public sphere allows people to interact and discuss different political and social issues through different social platforms. Through social networks, they also participate and share their opinions and ideas. The Public utilizes different social media platforms to create the network public sphere. The general public plays a major role in exposing complete truth and information regarding different issues, stories, and events around them through Facebook, Twitter, blogs, and other social media platforms (Manuel Castells, 2008).

For publication and dissemination of different types of news information and sharing opinions, many politicians and journalists prefer Twitter to other social media platforms like Facebook, Instagram, and many more (International Journal of Communication, 2023). The reason behind their preference is that it is the most useable platform for millions of different types of people around the globe. It is one of the platforms that keep people up to date regarding new trends. This platform not only helps them get the latest news, but they can share their opinion without fearing punishment. Thus, the general public uses this platform daily to save time and get timely information about the latest news. Papacharissi, in 2002, said that online public spheres have developed with the development of the internet and digital technologies. Through online networks, the general public creates different public spheres to discuss different types of news and information regarding different topics of interest. He said that mainstream media restricts the freedom of speech, so they censor and filter the content, resulting in manipulated content. Mainstream media journalists are bound to deliver the content according to the rules and policies of the channel so that content represents the personal agenda of these channels rather than the truth. So, according to Papacharissi, Twitter allows everyone to have the right to free

speech. Through Twitter, they can deliver and disseminate every type of news and information to the world.

Daria, in 2024, said that Twitter trends significantly influence people and journalists. It highlights the opinions and ideas of people regarding certain incidents or stories. Through public spheres, it grabs the attention of journalists towards the latest issues and events happening around them. Through Twitter trends, journalists identify the public's interest and cover those issues to grab the public's attention. It allows them to collect multiple perspectives and narratives regarding that story or issue. She said that Twitter trends are now also a news source for journalists. So, the content produced by amateur reporters or i-reporters is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event (Oberiri, 2016).

According to Benkler, this opportunity also becomes a hurdle for investigative journalists because finding verified and authentic information is challenging among bundles of information and content. Different corporations control social media. Social media algorithms are unknown to journalists, so finding factual information becomes difficult for investigative journalists. For example, the algorithm of Twitter trends is also unknown to the world, so these diversified opinions and narratives become a challenge for journalists to pick and select the correct narrative. Social media platforms don't have a process of verification and authenticity, so seeking content from these platforms becomes a challenge for investigative journalism. The job of Investigative journalists is to reveal all the facts for the betterment of society, but due to social media, seeking real and true information becomes a challenge for them.

Zubiaga, in 2014, said that public spheres can bring the attention of journalists and the government toward hidden issues or incidents. These are the major issues that mainstream media journalists ignore, so by utilizing social platforms, the public tries to bring the world's

attention to that major issue. They run different campaigns through Twitter and Twitter trends to buy the solutions to these incidents.

CHAPTER 3

THEORETICAL FRAMEWORK

Ohaja, in 2003, said that "information doesn't contain emptiness. "Some postulation or theory deeply explains every piece of information or knowledge. This study was explained by using the "Network Public Sphere" postulation. This postulation explains how investigative journalists collect different narratives and perspectives through online public spheres, which helps them in their professional work.

“Networked Public Sphere” Postulation:

The networked public sphere is an online public sphere where the networked public and citizens in online spaces get together and interact with each other to exchange their opinions, ideas, and stories related to different issues. This issue can be different in nature, such as political, social, and cultural issues. It encourages the participation of the masses to gather on one platform and share their ideas and viewpoints. There, they have "freedom of speech." They can comment or share anything without restriction to censor or filter their opinions. (Oxford University Press, 2016).

The term “public sphere” was introduced by Jurgen Habermas. According to Jurgen Habermas, when different types of people gather and interact on one platform, they create a public sphere. Through this public sphere, people interact with each other and share their ideas, opinions,

beliefs, and narratives regarding different issues and stories. They discuss different social, political, and cultural issues around them. By holding debates on one platform, they exchange their point of view and narratives regarding different issues and events around them. Habermas claims that the origin of this networked public sphere was the salons and other physical places, where people used to gather in one place and discuss different types of issues and stories in that physical place. They hold different types of debates and conversations regarding that story to gain different views and narratives.

Manuel Castells, in 2008, said that through different social platforms, the Network public sphere allows people to interact and discuss different political and social issues. Through social networks, they also participate and share their opinions and ideas. He said the public utilizes different social media platforms to create the network public sphere. He claims that the general public plays a major role in exposing complete truth and information regarding different issues, stories, and events around them through Facebook, Twitter, blogs, and other social media platforms.

Twitter has grown to be a significant platform for sharing and receiving news and information around the globe (Rodriguez & Keane, 2018). It is an important platform for people to share their ideas, opinions, and perspectives regarding any issue, event, or story. It bridges the public and the government (Laing, 2017).

Papacharissi, in 2002, said that online public spheres have developed with the development of the internet and digital technologies. Through online networks, the general public creates different public spheres to discuss different types of news and information regarding different topics of interest. He said that mainstream media restricts the freedom of speech, so they censor and filter the content, resulting in manipulated content. Mainstream media journalists are bound to deliver the content according to the rules and policies of the channel so that content

represents the personal agenda of these channels rather than the truth. So, according to Papacharissi, Twitter allows everyone to have the right to free speech. Through Twitter, they can deliver and disseminate every type of news and information to the world.

The majority of mainstream media journalists took information from social media. The content produced by amateur reporters or i-reporters through the different public spheres is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event. (Oberiri, 2016). To create the public spheres, the Public has created my websites online to act as citizen journalists. They are active in different news portals and blog sites and share news and information regarding issues and events worldwide (Rabia, 2017).

Through this networked public sphere, the public delivers their opinion, perspectives, and viewpoints to the government. For instance, on Twitter, people from all over the globe interact and hold discussions and debates on different issues. Daria, in 2024, said that Twitter trends significantly influence people and journalists. It highlights the opinions and ideas of people regarding certain incidents or stories. Through public spheres, it grabs the attention of journalists towards the latest issues and events happening around them. Through Twitter trends, journalists identify the public's interest and cover those issues to grab the public's attention. It allows them to collect multiple perspectives and narratives regarding that story or issue. She said that Twitter trends are now also a news source for journalists.

On one network, the public gathers and exchanges their views. It becomes a tool to mediate between the government and the common citizens. It restores the state's democracy, where everyone has the right to speak. On one platform, the networked public engages with each other, publishes and reports things, which also impacts mainstream media (Daria, 2024). For instance, on Twitter, people worldwide gather and post their views and opinions regarding

political or social issues. They present multiple perspectives regarding any issue or event. They use particular hashtags to dominate their voice and opinion and to attract the attention of the rest of the audience, government, politicians, and mainstream media to bring that issue to the limelight. The majority of mainstream media journalists took information from social media. The content produced by amateur reporters or i-reporters is also covered by journalists worldwide. They took this content to include public opinions and perspectives regarding the issue or event (Oberiri, 2016). While covering the same story, many mainstream journalists look at public views regarding that issue. These network public spheres are the source of government officials' accountability for their actions and societal policies, so they are crucial for promoting political accountability. (The Public Sphere)

Rub, in 2006, said media shouldn't filter the content and should reflect the full truth. He said that despite the rules and policies of media organizations, mass media journalists should portray all types of information and knowledge in their content. They should publish all perspectives and viewpoints regarding the events and stories. Twitter trends provide the Virtual sphere for everyone to share and deliver their opinions and narratives regarding different stories and issues around them. These Twitter trends become the source for investigative journalists to collect and gather different contexts, opinions, and narratives of people regarding their stories or events. Through Twitter, journalists can expose the reality or side of the story that is not delivered through mainstream media content. Mainstream media content is mostly censored and filtered so that content includes the biasness. Unlike mainstream media, Twitter holds different narratives and perspectives regarding one story or issue, so through this diversified content, journalists can collect and gather complete information and knowledge about the story. This complete information allows investigative journalists to expose the truth to the public (Papacharissi, 2002).

McQuail, in 2000, said that news and information delivered through mass media should reflect diversity in their content. In order to promote diversity in the content, all types of perspectives and narratives regarding the issue or story must be included. Brown, in 2014, said that today's media should prefer diversified content. It is an important concern, so mass media should include all sides of the story to understand the facts better. Benkler, in 2006, said that different social media platforms have allowed the general public to participate and deliver their views and content. Through these different points of view and narratives, investigative journalists seek content and collect different content and information regarding their topic of interest. However, according to Benkler, this opportunity also becomes a challenge for investigative journalists to find the true information. Finding verified and authentic information is challenging among bundles of information and content because different corporations control social media. Their algorithm is unknown to journalists, so finding factual information becomes challenging for investigative journalists. For instance, the algorithm of Twitter trends is also unknown to the world, so these diversified opinions and narratives become a challenge for journalists to pick and select the correct narrative. Social media platforms lack verification and authenticity, so taking content from these websites becomes a challenge for investigative journalism. Investigative journalists make sure to reveal all the facts for the betterment of society, so revealing the factual information becomes a challenge for them. Everyone utilizes the public sphere, so all opinions and narratives are present. Demirsoy and Karakok 2016 said that social media platforms don't censor content, so the Public also utilizes them for social agendas. They use their right to free speech and deliver anything that benefits their agenda. By frequently using any idea or concept, they can attract the attention of the world and can rapidly spread their ideas and concepts to the world. (Kani et al ., 2020).

Identifying the truth was difficult, but these public spheres grabbed journalists' attention and drew them to the hidden truth or incidents. For instance, they can learn about the latest events

or stories happening worldwide by reading Twitter trends. It also provides updates about the hot debates and topics to the rest of the public (Zubiaga et al., 2014). Through these online networks, they can deeply investigate the story by collecting diverse content related to any event, story, or happening. These networks enable them to connect with the world and hear the voice of every person who wants to convey their idea or opinion regarding any event, story, or happening. (Pacific Journalism Review, 2014)

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter is comprised of a section on methodology. This section explains the study population, sampling technique, sample, sample size, and data collection method. The interview method was adopted for this research. After applying the thematic analysis procedure to transcribed interviews, the data was analyzed using NVivo. Through NVivo, the data was analyzed using different tree maps and text search queries.

4.1.1 Population of the study

This qualitative study investigates the impact of Twitter trends on the investigative reporting of mainstream media journalists, so this study's population was comprised of investigative journalists from different mainstream media channels. To analyze how mainstream media journalists use social platform forms, especially Twitter, and its top trend for their professional work, these journalists were selected as a population of the study. They shared their vast

experience related to Twitter and how they use Twitter and Twitter trends in their daily news coverage and reporting of content on mainstream media channels.

4.1.2 Sampling Technique

The sample of this study was the investigative reporters of mainstream media channels, so purposive sampling was employed to select the study's respondents. The purposive sampling technique refers to a non-probability technique of sampling in which respondents and participants are selected purposively based on characteristics related to the research. So, to Examine how Twitter trends affect the investigative reporting of journalists in mainstream media, investigative reporters of leading mainstream media channels are selected to deeply analyze how they use Twitter for their professional assignments on mainstream media channels. Interviews with these fifteen journalists were conducted to shed light on their daily experiences related to their Twitter usage and how they make use of "Twitter trends" for their professional work.

4.1.3 Sample and Sample Size

The sample of this research was the investigative reporters of mainstream media channels who use Twitter daily to make their professional assignments and tasks easy. So, journalists who actively use "Twitter trends" to collect, gather, and share news for their mainstream media channels were selected as a sample of this study. This sample was selected due to the nature of this research, which tends to examine the effect of "Twitter trends" on the investigative reporting of mainstream media channels, so these investigative journalists as sample helped us analyze the effects of "Twitter trends" on their daily basis news reporting on their mainstream media channels. Fifteen investigative journalists were selected as the sample size of this study. These fifteen journalists were selected for this study so that we

could learn about their daily experiences using "Twitter trends" for their professional work and how they utilize these trends for their work-related purposes.

4.1.4 Data Collection

The qualitative data for this study was collected through the interview method. Fifteen investigative journalists from different media channels were interviewed face-to-face and via phone. To collect in-depth information and data from all journalists about the influence of "Twitter" and "Twitter trends" on their daily basis routine of data collection and publishing of news in print and electronic media, a semi-structured interview was conducted from all respondents in which open-ended questions were asked from all interviewee. So, a questionnaire was designed before conducting the interviews with different investigative journalists. This questionnaire was designed with the research objectives of the study kept in mind. The questionnaire consisted of five questions related to the journalistic use of Twitter and the effects of these Twitter trends on the reporting of these mainstream media journalists. The interview method was selected for this research because it is qualitative research, where the opinions and experiences of investigative journalists are required in detail. In this scenario, the interview was considered the best method for this type of research. It helped us know investigative journalists' detailed views, opinions, and experiences regarding using Twitter and " in their daily professional work.

4.2 Thematic Analysis Procedure by Using NVivo

The thematic analysis procedure was applied to the transcripts of the interviews taken from the fifteen investigative journalists of mainstream media channels regarding their usage of Twitter trends and its effects on their daily basis news reporting of mainstream media journalists. The

thematic analysis procedure was implemented step by step to extract the themes and codes from the qualitative data. After applying the thematic analysis procedure to transcribed interviews, the data was analyzed using NVivo. NVivo analyzed the data using different tree maps and text search queries to understand the reader better. The final report of the study is created using the data analysis procedure.

This method includes six steps: Familiarization, coding, generating themes, reviewing themes, defining and naming themes, and writing them up.

4.2.1 Familiarization

Before analyzing the data, it is very important to understand the complete picture of the study. This complete picture of the study helps in getting familiar with the study's qualitative data, so it is vital to read the text thoroughly repeatedly, which helps in better understanding and interpreting the text. In this study, the researcher listened carefully to the interview recording and transcribed it into words. The researcher then thoroughly read these interview transcripts to understand the text better. Some preliminary notes were also taken after going through the audio and text of the study, which helped better code and generate themes for the study.

4.2.2 CODING:

After understanding the study's data and having a complete picture of the transcribed data, the researcher further identifies the codes of the study's transcribed data. The researcher coded the data by highlighting the important parts of the text and identifying the keywords and labels of the text and the phrases of the transcribed data. These codes further help the researcher generate the study's transcribed data themes. These highlighted phrases and labels identified from the transcribed interview words help the researcher create relevant and significant themes for the

4.2.3 Generating themes

After highlighting the important part of the text and identifying the keywords and labels from the text and the phrases of the transcribed interview data, the researcher further generated some of the themes of the transcribed text, identified by the codes. From all the created codes, the researcher extracts some common themes. The similar codes consisting of similar phrases or labels form the themes of the transcribed text taken from the interview.

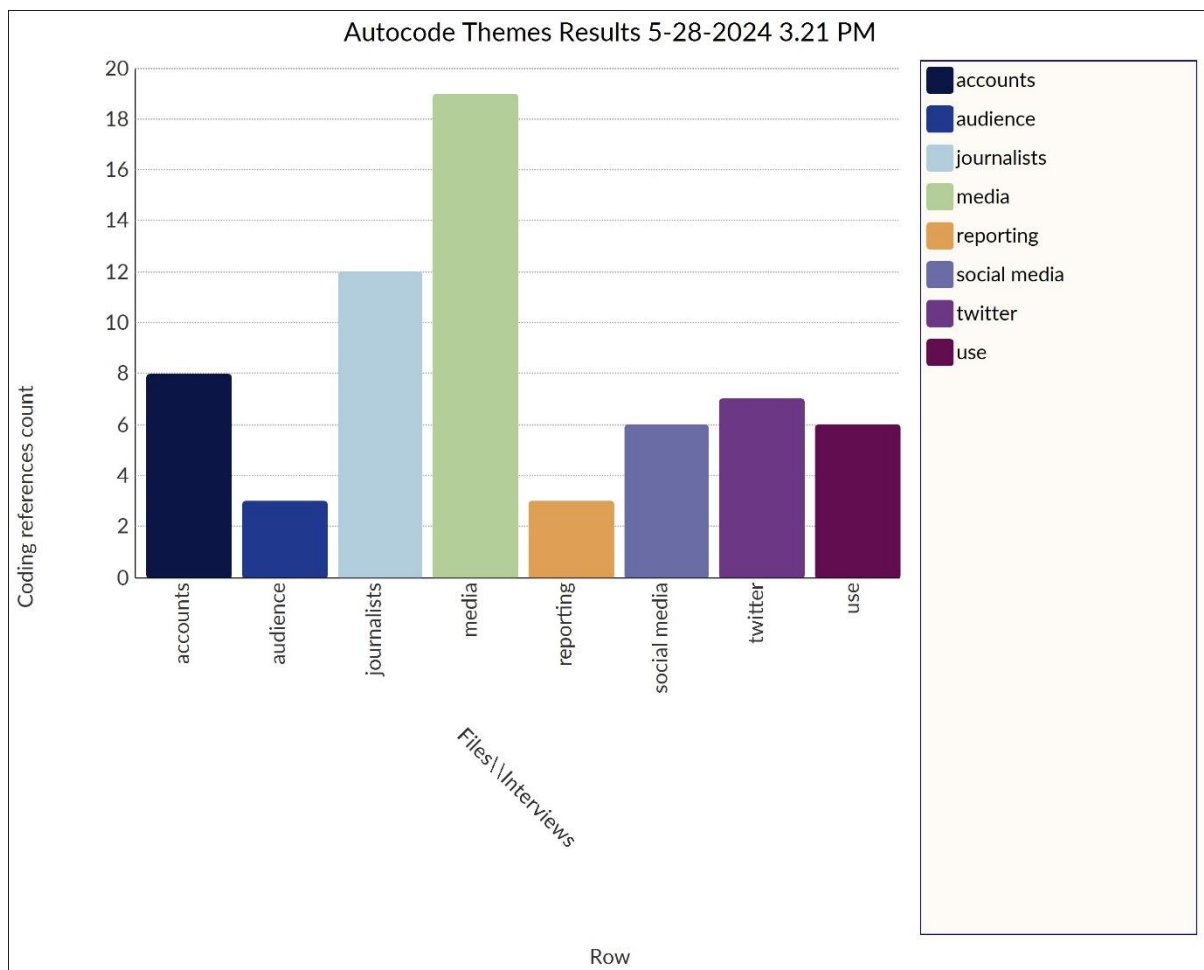


Figure 2. Themes of frequently used words in an interview

Figure 2 reflects the major themes used in the interview. These different themes concluded that for investigative journalists of mainstream media, Twitter is considered highly important. With help from this social platform, they gather and analyze various news and events worldwide.

They collect different perspectives, narratives, and detailed information regarding any event, happening, or story. These different contexts and narratives help investigative journalists gain in-depth knowledge about different events. So, the development of social platforms also causes development in journalism. Many journalists prefer this platform for delivering their voices, ideas, and opinions to the public. The themes also reflect that many journalists have created Twitter accounts to share news, ideas, opinions, and stories with people worldwide. They utilize Twitter as a source for monitoring news and information because all professionals are available on Twitter; whatever they comment on also becomes the news for journalists. So, themes represent that Twitter has greatly influenced the content and reporting of journalists around Pakistan.

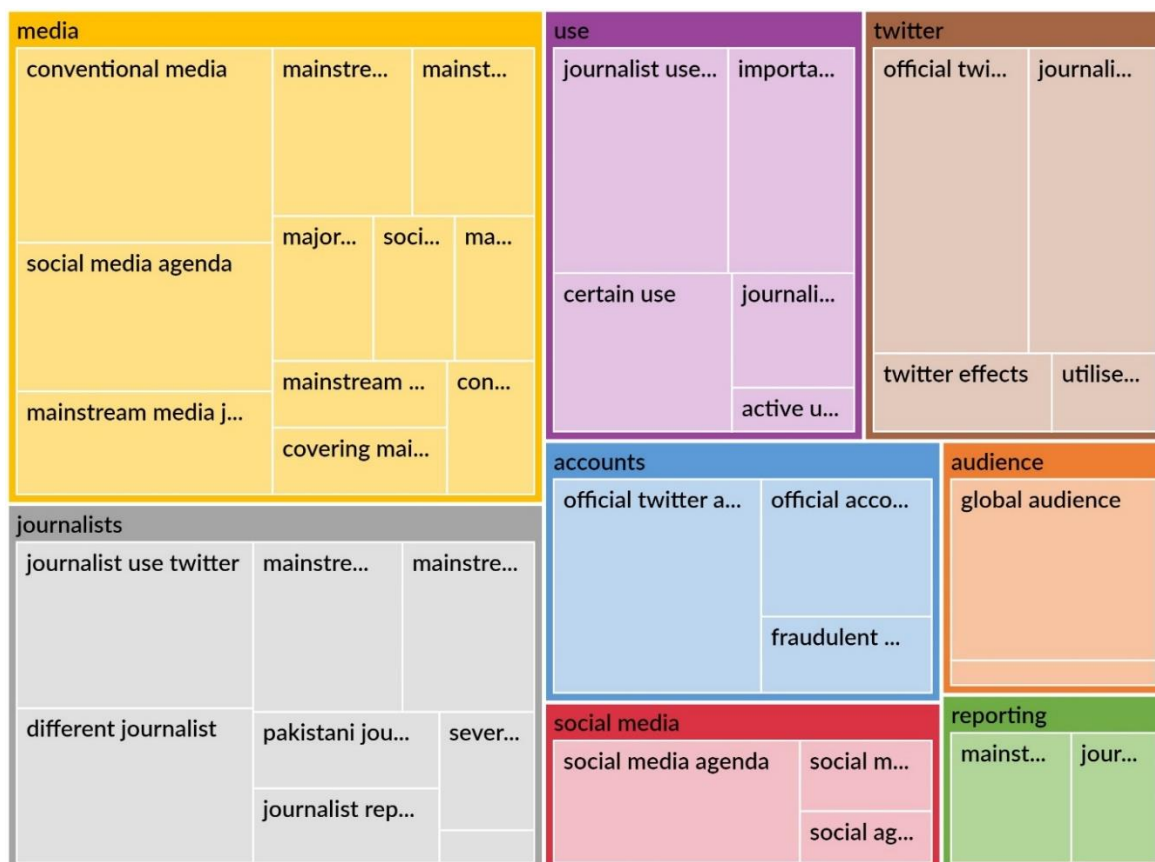


Figure 3. Tree map of frequently used words in the interview

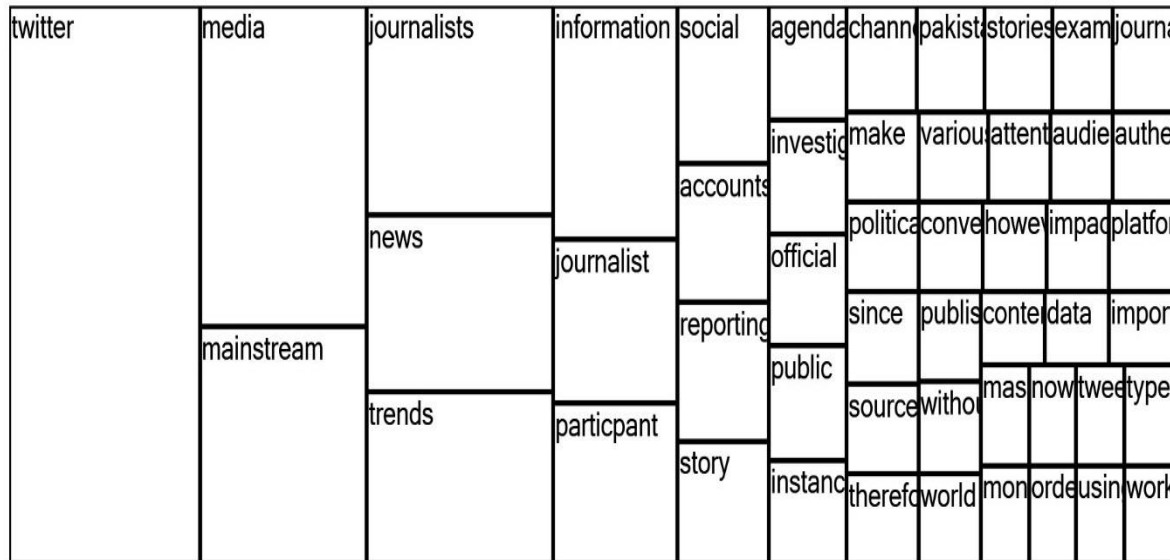


Figure 4. Tree Map of frequently used words in the interview

Figure 3 and Figure 4 present the tree map of frequently used words in the interview. They reflect the hierarchy and significance of the words used in the interview. Twitter is considered highly significant for journalists because they collect different types of knowledge, information, images, and documents from Twitter, so it is a highly important tool for investigative journalists. They use it for different purposes. Many journalists also use Twitter for self-promotion purposes. It has a great impact on the reporting of Pakistani journalists. They just type keywords related to any story and find multiple related tweets. So, mainstream media journalists utilize Twitter trends for monitoring purposes. They gather news and information through different Twitter trends and official Twitter accounts for their daily professional assignments.

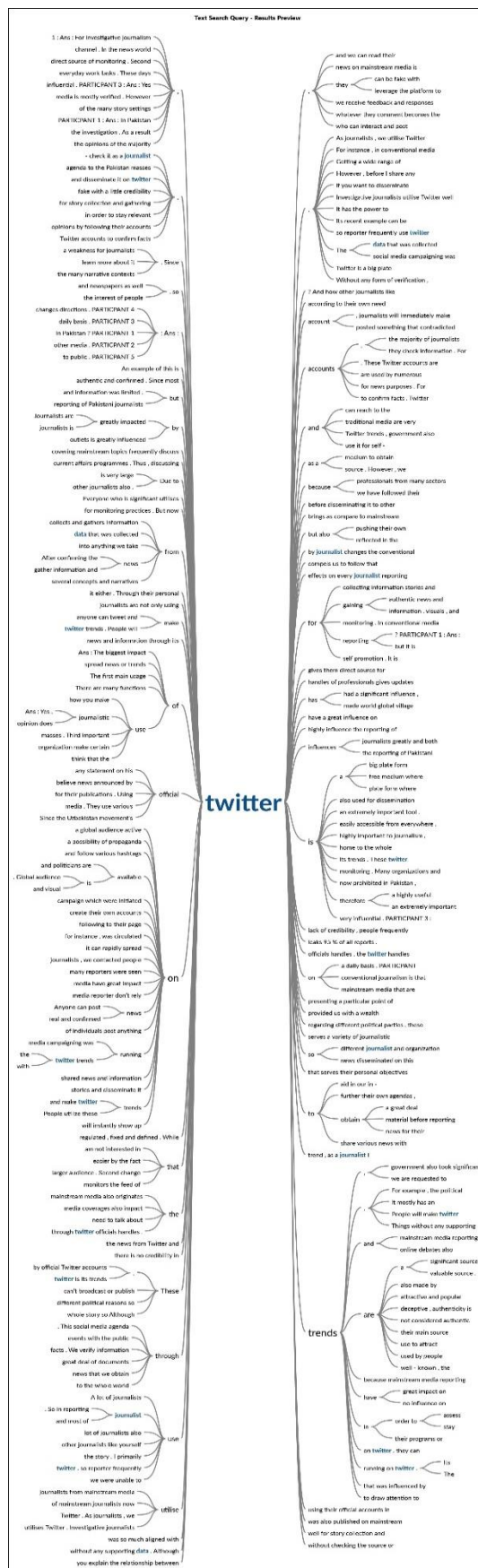


Figure 5. Text search Query of the interview

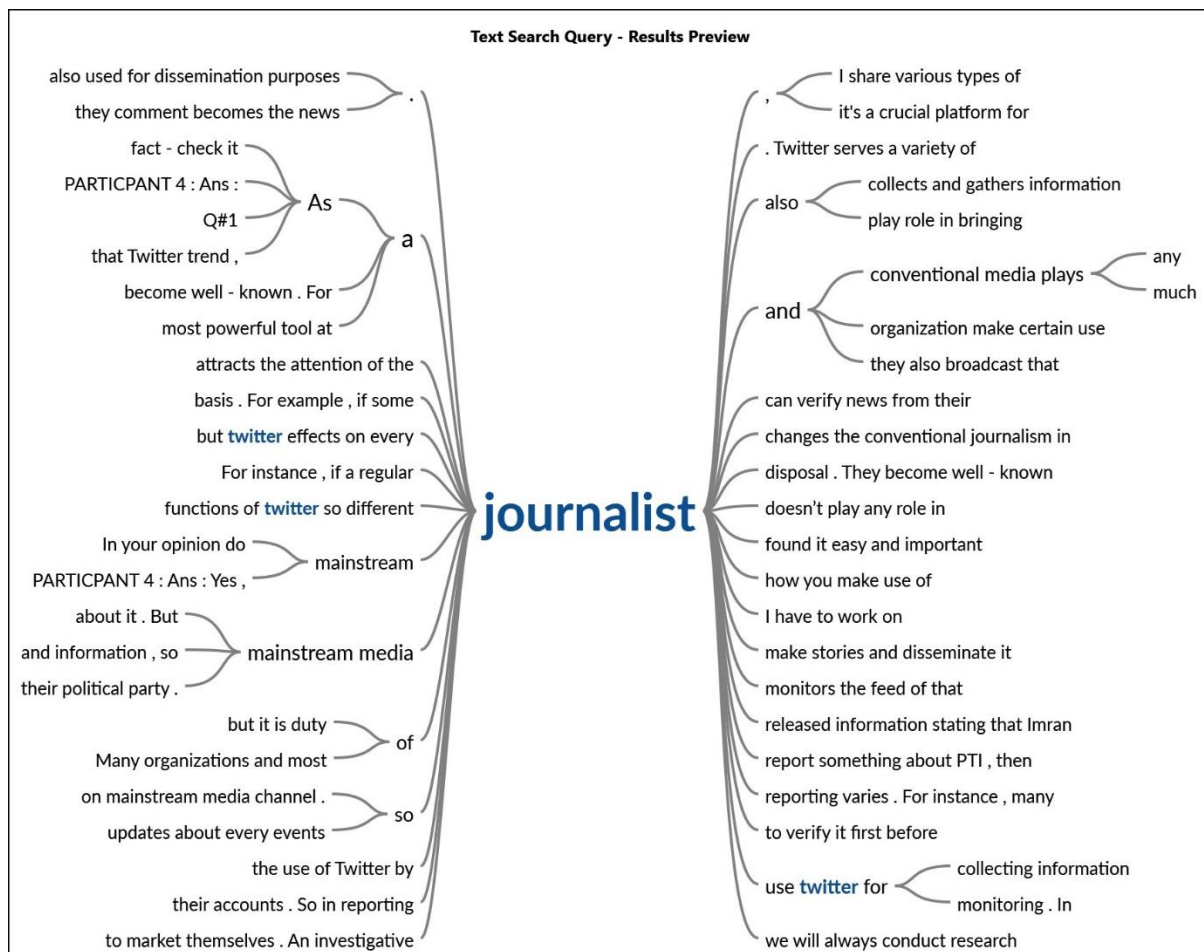


Figure 6. Text search Query of the interviews

Figure 5 and Figure 6 show the text search query for the interviews. The two main terms "journalists" and "Twitter" are identified. Twitter is a global platform, so people all over the world utilize Twitter and can receive and share any type of information, news, or other things happening worldwide. So mainstream media journalists also utilize Twitter to perform their professional tasks. It provides journalists with multiple sources for collecting and gathering news and information. All professionals and experts are active users of Twitter, allowing these journalists to monitor their feedback and get the latest news and information through their tweets. They can monitor news and information worldwide by utilizing Twitter and Twitter trends. They can collect different documents and information from Twitter, a highly important tool for investigative journalists. The findings show that with the help of Twitter, all journalists

and media can reflect the diversity in their content because they can collect different viewpoints and contexts through Twitter. It provides a good opportunity for investigative journalists to investigate the story deeply by having detailed and in-depth knowledge and information regarding the issue or event they are investigating. Twitter trends have also resulted in a major source of information for investigative journalists. The findings conclude that mainstream media journalists use Twitter trends to grab the audience's attention. Through Twitter trends, investigative journalists are exposed to many issues the public raises. People are also curious about these Twitter trends, so mainstream media journalists conduct one segment of their mainstream media programs to discuss them. The content published on mainstream media is mostly censored and filtered, so journalists cannot deliver all the information on mainstream media. For that purpose, they prefer a Twitter platform and deliver complete news and information there to convey all context and perspectives of the story to the public.

4.2.4 Reviewing themes

After going through the familiarization stage and creating different codes and themes, the next stage was to review all transcribed interview data to ensure that all the data, including coding and themes, matched the study. So, at this stage, the researcher reviewed all themes to ensure they were useful, accurate, and related to the study. If themes or codes are irrelevant to the study or any important theme or code is missing, the researcher identifies the codes and themes again and fills that gap by keeping all codes and themes relevant to the transcribed data of the interview and the study.

4.2.5 Defining and Naming Themes

After reviewing all the themes, the researcher tends to define them. To make content easy to understand, the researcher defines these themes and gives a specific name to the

particular themes. These themes helped the researcher compile similar labels and phrases under one place so that data could be easily interpreted and understood.

4.2.6 Writing up

The data analysis was written after familiarizing with the transcribed interview data and creating its codes and themes. The analysis of this transcribed data interview contained details about the opinions and views of investigative journalists regarding their Twitter usage and the way Twitter trends impact them.

4.3 Findings of Qualitative Interview

4.3. 1 Introduction

Addressing the questions regarding the journalistic use of Twitter in their professional assignments, fifteen journalists from mainstream and electronic media concluded that they use Twitter to collect and gather different types of news and information for publishing and broadcasting on mainstream media channels. They said that it is a vital source of information. Most journalists confirm the news and report through different official Twitter accounts. The First Respondent said that.

"For journalists around Pakistan, Twitter is an extremely significant tool, which many journalists use daily for their professional assignments. Currently, many journalists from mainstream media also use Twitter to obtain different types of news and information to report on mainstream media. After thoroughly investigating it, they collect and gather much information from Twitter and publish it on mainstream media channels. They also use various official Twitter accounts

to confirm facts and information for reporting or broadcasting it on mainstream media".

4.3.2 Twitter: Major Source of Information and Interaction for Journalists

Regarding the journalistic use of Twitter in Pakistan, the first Respondent claims that many individuals have been using this platform over the last decade to share their ideas, stories, and events regarding different political and social issues. He claims that many journalists are using Twitter for investigation purposes. They use Twitter to gather information and knowledge from authentic, official accounts. The Second Respondent said that.

"In Pakistan, the impact of Twitter is very significant. Over the last half-decade, everyone has been utilizing Twitter. Many Investigative journalists use Twitter to collect and gather different types of news and information for their daily professional assignments. They collect different documents and information from Twitter, an important tool for investigative journalists."

The third Respondent said that Twitter is an important tool all journalists utilize for their professional work. They use Twitter for different purposes. He said that

"Investigative journalism collects and gathers detailed information, stories, and narratives regarding any issue, event, or story. Twitter allows these investigative journalists to investigate the story deeply by having detailed content regarding the issue or event they are investigating. Many journalists also use Twitter for self-promotion purposes".

Twitter is a major source of information and interaction among investigative journalists. The job of an Investigative journalist is to collect and gather different types of information related to a particular story, news, event, or happening around the world. By collecting detailed and

in-depth information, they can investigate the story and bring the truth to the public. Collecting in-depth information is difficult for these journalists; they use different sources to collect and confirm the news. Among many sources, Twitter is also one of their sources of collecting in-depth information about any news, story, event, or happening. Professionals from all sectors are available on Twitter, so these journalists collect information from their official Twitter handles. By following the official accounts on Twitter, they can stay updated about the latest news and events because every time a well-known individual tweets from within or outside their domain, their tweets would instantly show up on Twitter because they followed that account. They also retweet these stories and news and confirm stories using their official accounts. Official accounts and Twitter trends are also sources of information for some journalists. Some respondents claim that Twitter trends are also used in mainstream media programs to attract the audience's attention.

Twitter is a platform where a global audience is available. People worldwide use Twitter and can receive and share any information, news, or events. Twitter has greater access than mainstream media channels, so respondents claim they also use Twitter to share news with a larger audience. The content delivered on mainstream media is mostly censored and filtered, so journalists cannot deliver all information on mainstream media. So, they prefer Twitter for this purpose and deliver most of the news and information on Twitter to convey all aspects and perspectives to the audience. It also improves their interaction with the general public, allowing them to get public feedback.

4.3.2.1 Using Twitter for Monitoring Purposes

The respondents identified some of the major journalistic uses of Twitter. They said that Twitter is the most influential platform for journalism, and different journalists use it for different purposes according to their needs and ease. Among all the major uses of Twitter,

"monitoring" is the major usage. Most journalists use Twitter to monitor content and information for professional purposes. The fifth Respondent said that.

"Most journalists and different media organizations use Twitter for monitoring purposes. Twitter is a direct source for monitoring news and information because all professionals are available on Twitter; whatever they comment becomes the news".

The Seventh Respondent also said that.

"Twitter has a great influence on the reporting of Pakistani journalists. Its impact is huge in terms of monitoring. For instance, if you are a reporter, you just type your keyword and find multiple tweets related to it. So, all content and information can be monitored through Twitter. As a reporter, if you are covering any type of story, much relevant information and visuals is available on Twitter".

So, reporters frequently use Twitter to gain information and visuals and verify their facts. They verify information through Twitter official's handles. The Twitter handles of professionals give updates about every event so journalists can verify news from their accounts. So, in reporting, journalists use Twitter to collect information, stories, and visuals and verify them. Most of the time, content in mainstream media is restricted and censored, making it impossible for reporters to cover everything on mainstream media channels. Therefore, these reporters utilize Twitter to inform the public about that restricted content. People favor it over traditional media because they can obtain all information from this platform. Twitter is so efficient and effective in sharing news and information that many journalists and the public prefer it for obtaining information and updates on any recent issue or event. The majority of reporters utilize Twitter to obtain information and news. Since there was a bundle of discussion, content, and comments

on that story, event, or event available on Twitter, they gathered much information before reporting it to the public.

4.3.2.2. Twitter: A Source of Misinformation for Public

These respondents believed that Twitter is a global platform used by people from all over the world. Anyone with a phone or internet can easily access this platform, so People use this platform for multiple purposes, including receiving and sharing news, ideas, and stories with the world. This platform allows everyone to participate and share their news, stories, or ideas with the world. So, anyone can share news and information without requiring any verified source. The fourth Respondent said that.

"Unlike mainstream media channels where content is filtered and requires a verified source to broadcast the content, Twitter allows people to deliver news, information, and knowledge without any verification process. So many people use this platform incorrectly and deliver fake news. Having access by many people, multiple knowledge and perspectives are available on Twitter".

When asked about the journalistic use of Twitter for collecting verified information, the respondents concluded that they collect and gather information, news, and stories from Twitter daily for their professional work but ensure that they investigate all news and stories taken from Twitter. These respondents believe that people of all types have access to this platform and use this platform for misinformation. Many people have created fake accounts on Twitter because no verification and accountability are available. A lot of fake information is circulating on Twitter, so without verifying and investigating the news, they can't broadcast any news on mainstream media channels.

4.3.3 Using Official Accounts as Authentic Sources

Twitter is accessible to everyone, so people from all over the globe utilize Twitter for different purposes. They noted that it is a vital source of information, so to maintain the authenticity of reports, these journalists confirm these reports through different Twitter official accounts. The eleventh Respondent said that "By following the official accounts on Twitter, we can stay updated about the latest news and events."

They also retweet these stories and news and confirm stories using their official accounts. Many journalists use particular hashtags on Twitter to attract the audience and obtain the particular news. The twelfth Respondent said that.

"Professionals from all sectors, including politicians, celebrities, and other major public organizations, are available on Twitter. These professionals created their official accounts and tweeted the latest news, information, and events to the public. So, every time these officials tweet from within or outside of our domain, they show up on Twitter because we have followed their official accounts. We also retweet their news and information related to our domain. In order to collect news and information, other journalists also utilize Twitter and use it for professional work."

Twitter is a platform where professionals from all sectors, including politicians, celebrities and other major public organizations, are available. These officials created their own accounts on Twitter and uploaded the latest news, information, and events to the public. The fourteenth respondent claims that.

"We use official Twitter handles as our news source as well. We collect different types of images, documents, and tweets as news and publish them on mainstream media channels".

The respondents said that the information they took from these official accounts is verified because political figures and organizations uploaded this information, which was verified and published on mainstream media channels. But seventh Respondent also concluded that

"Nowadays, anyone can make an official Twitter account. There are many fake accounts on Twitter, so we can't take all information as verified. As investigative journalists, we must investigate thoroughly before publishing any news or story, so we first verify these images, documents, or tweets taken from official accounts. Only after verification can we broadcast this information on mainstream media channels.

Twitter is the most powerful tool for journalism. They market themselves to gain fame and popularity among people. Investigative journalism always requires deep investigation and verification before publishing any content or story, so it is the duty of the investigative journalist to investigate the story thoroughly and verify that information that was collected through Twitter because Twitter is a platform where a global audience is available so anyone having phone, computer or internet can publish anything without any authenticity and credibility. Publishing news and information without verification can lead to misinformation, so investigative journalists always conduct research before publishing anything on mainstream media. The third Respondent also said that.

"If a normal journalist reports the news informing us that Imran Khan had denied eating any food in prison, we as journalists would first investigate the whole story, including the kind of food provided to him. After going through the records and the investigation, we'll investigate why he denied eating food in prison. So, investigative journalists always begin their investigation from the core and then gather every context and perspective of the story to reveal the whole truth".

4.3.4 Using Twitter Trends and Hashtags for Journalistic Practices

The phrases or labels used frequently on Twitter become the Twitter trends. According to the respondents, these phrases or labels can be used by anyone around the world, so anyone can create these Twitter trends by using these phrases or labels frequently. The Eighth Respondent said that.

"Many political parties use these Twitter trends to troll or to criticize their opposite party to gain more favor, so these trends are mostly fake and hold no credibility. These trends can grab public attention, so many mainstream media journalists discuss these Twitter trends in their program to grab the audience's attention and increase the TRP".

Although these Twitter trends are mostly fake, they are highlighted on Twitter, so they influence many people. These Twitter trends are related to the latest event, news, or happening, so most people get updates by clicking these highlighted phrases, thus grabbing the attention of the vast audience. So, journalists also use these Twitter trends daily for their mainstream media program to grab the attention of vast audience and increase their TRP.

The Fifth Respondent argues that all mainstream media channels have a whole-day plan for reporters that describes their full-day activity. Reporters have to cover all these activities. For instance, they have to cover any important event in the Supreme Court or parliament, so channels give coverage to these events according to their policies. They report all the information to the audience. The reporting clips are also uploaded to social media, so Twitter trends are the reactions of people to these reports. The thirteenth Respondent said that.

"On the basis of these reports, Twitter trends are created. For example, during the elections, PTI claimed that these were not fair elections, so one of his reporter friends said on Twitter, "Narien to roo rahi hai" on a mainstream media channel. This one sentence created an impact, and people created Twitter trends on it . Recently Imran Khan also said that "kia Ghulam Hain ham" and Mariyam Nawaz said "rok sakho to rok lo" they all become Twitter trends."

According to respondents, Twitter trends are created after happening in mainstream media. The journalist also reports these trends. Respondents claim that Twitter trends are created as a response by the public, so to consider public responses, mainstream media journalists also discuss these trends on mainstream media channels and give more details about the trends to the public. These journalists know that the public is already curious about these topics and about certain Twitter trends so they address them to attract the audience's attention and provide them with more information related to that topic or Twitter trends.

However, a hashtag is a symbol that compiles all relevant and similar news, stories, and information into one category. These hashtags are the keywords or labels that contain all information, knowledge, and news about the same event, story, or happening. So, by using this symbol with keywords, people can find their topic of interest and search for any information, news, or story they require. These Twitter hashtags are a major source of news for many investigative journalists. Investigative journalists always require detailed information to investigate and analyze the story or event deeply, so these hashtags help them make their tasks easy. The Ninth Respondent claims that.

"We use Twitter hashtags to find the relevant information about any news, story, or happening we are investigating. We just type this symbol (#) along with a

keyword or label, showing them all information relevant to that story or happening".

4.3.5 Obtaining Different Contexts and Narratives Through Twitter

Investigation journalism requires a piece of in-depth information and knowledge about any story, event, or context. This in-depth information requires every context and perspective of the story in order to reveal the complete truth related to that story, event, or happening. The Tenth Respondent said that.

"Twitter is the best source for collecting and gathering different types of contexts and narratives regarding one story because the global audience uses Twitter. Everyone utilizes Twitter to share and receive news, so every perspective and narrative is available on this platform. These different contexts and narratives related to one story help the investigative journalists gain in-depth knowledge about the particular event or happening".

Respondents claim that investigative journalists pick every narrative, context, and perspective of a story or event from this platform but conduct research before publishing it to the public. The Fourth Respondent said that.

"It is our responsibility to investigate the facts completely before publishing the content. We study all narratives and context related to the story, and only after verification we expose that truth to the public".

The content on Twitter is not censored, so every angle of the story is present on that platform. These journalists prefer Twitter to collect detailed knowledge and information about particular stories, events, or happening.

4.3.6 Journalists Utilize Twitter for Self-Promotion

All Respondents claim that most journalists prefer Twitter as their self-promotion tool. They said that many journalists cannot gain fame through mainstream media, so they prefer this platform of Twitter to gain fame and reputation among people. The Fifth Respondent said that.

"Twitter has a larger reach, and its target audience is greater than mainstream media, so many journalists prefer this platform to deliver their voices, ideas, and stories to the public. They created their own accounts on Twitter, through which they shared different news, ideas, opinions, and stories with people worldwide. They also attach links to their stories or reports that are broadcasted on mainstream media. Through these links, people can also know about their channels and program, which helps them increase their followership".

According to the respondents, mainstream media don't allow them to broadcast all their stories. They have to censor or filter the content, so these journalists prefer Twitter to disclose the complete truth to the public in order to gain their trust, which helps them gain fame and followership through this platform.

4.3.7 Relationship between Twitter Trends and Mainstream Media Reporting

The Respondents said that Twitter trends and mainstream media have no such relationship and don't influence each other because mainstream media requires true information from any authentic source. The seventh Respondent said that.

"On mainstream media, they only publish content that is authentic and verified, but Twitter trends are completely different in nature. They can be delivered by anyone, so they are not considered authentic and verified for the investigative journalist".

They argue that mainstream media channels prefer authenticity and credibility before reporting anything. At the same time, Twitter trends are created by a global audience, which can be fake or unauthentic .so many journalists of mainstream media channels don't take any information from these Twitter trends. According to the Respondent, they are asked to submit the documents and sources for all content they wanted to broadcast on mainstream media, but Twitter trends are the opposite. So, they are completely different from each other. The eleventh Respondent also claims that.

"Twitter trends are mostly manipulated; different people create them to achieve their own particular agenda, including defaming others. Mostly, these types of trends are created to target some specific person or organization, which harms their image and fame among people".

However, some respondents also think that Twitter trends highly influence mainstream media. They said that

"For example, the current affairs program needs to address any topic related to Maryam Nawaz. Although all journalists know that these trends are fake and created through Artificial intelligence, they still talk about these Twitter trends which are related to Mariyam Nawaz in order to grab the attention of the audience and to know more about it".

Addressing the relationship between mainstream media and Twitter trends, the third Respondent claims that.

"They both affect each other and have a major influence on each other. It's a vice versa. It is equally applicable on both platforms. The extent to which Twitter's trends impact the mainstream media coverage, the mainstream media coverages also impact the Twitter trends running on Twitter. Its recent example can be taken from our elections. Our mainstream media coverage of elections was so much aligned with Twitter trends running on Twitter. The social media campaigning was running on Twitter regarding different political parties; these campaigns favored certain political parties, but the same trends were also reflected from the coverage of mainstream media".

There are many campaigns that were initiated on Twitter, but they are also reflected in the content of mainstream media channels. For instance, the #ME TOO campaign was run internationally on social media. When its hype was created through social media, then it was also broadcast on mainstream media channels and newspapers as well. So, Twitter trends have a great impact on mainstream media, and the content of mainstream media also originates from Twitter trends. For example, political developments like press conferences done by any politician or key leader run on mainstream media greatly impact Twitter trends. People will make Twitter trends that were influenced by the content run on mainstream media channels". So, according to respondents, both platforms have a strong relationship and highly influence each other.

4.3.7.1 Twitter: Major source of viewership for Journalists

They said that Twitter trends are the major source of viewership and traffic for mainstream media programs, so these programs always include one segment to discuss these Twitter trends in their current affairs program. Despite knowing that these Twitter trends are fake, they still discuss these latest Twitter trends in order to keep them in the limelight. They know these

Twitter trends attract their audience, so they manage one segment of these trends and discuss it on their mainstream media program. The second Respondent said that.

"Twitter trends are well known by the public because they are highlighted on Twitter, so the public is curious to know more about it. It's become important for mainstream media journalists to discuss these Twitter trends in their program in order to remain in the limelight by addressing the latest Twitter trends of public interest".

Addressing this question, the first Respondent said that while discussing these Twitter trends, they first investigate them thoroughly in order to have complete information about them and make sure that they convey the right and authentic information to the public. The First Respondent said that.

"Twitter trends and mainstream media mostly don't rely on one another, and the material on both platforms is opposite in nature. Mainstream media mostly censors and filters content and restricts journalists from discussing specific Twitter trends or other social media information that was not verified or had no authentic source. For instance, tweets related to PTI are mostly the top trends and are highlighted on Twitter, but most of these tweets are not discussed or broadcast on mainstream media".

4.3.7.2 Rules and Regulations followed by Mainstream media

Most respondents believe that Twitter trends have less influence on mainstream media reporting. Twitter is a global platform where everyone can participate and convey their opinion and ideas, so Twitter trends also result from their frequently used phrases or labels. The Respondent claims that it is mostly used for manipulation purposes. The Ninth Respondent said that.

"Many political parties use this tactic to troll or to defame their opposite party. In the form of Twitter trends, they manipulate the whole story and fulfill their agenda".

So, journalists are highly aware that Twitter trends are tools for political parties to manipulate the story so they are not influenced by it. Because mainstream media has strict rules and regulations regarding publishing any content, journalists of mainstream media make sure that they collect authentic and verified stories to be broadcasted on mainstream media channels because they are accountable for every content, they report through mainstream media channels. So, these respondents said that although Twitter trends are popular and attractive to the public, they ensure they deeply investigate the story before publishing anything.

4.3.7.3 Twitter Trends and Credibility

Discussing this relationship between Twitter trends and mainstream media reporting in Pakistan, the respondents said that Twitter provides them with a variety of information, including its Twitter trends, which also reflect the different contexts and perspectives of the latest stories, events, or happening. The Seventh Respondent said that.

"Twitter trends can be created by anyone using Twitter, so these trends cannot be considered as the reality of the story. These Twitter trends don't involve any verification process, so any type of true or fake information can become Twitter trends".

The second respondents claim that as journalists, they have to investigate the content before publishing it to mainstream media channels, so according to them, they also investigate these Twitter trends, which contain information about the latest events, happenings or stories. Twitter is a platform that is accessible to everyone around the world, so Twitter trends can also be created by anyone using this social platform. These Twitter trends are not considered verified

and authentic for mainstream media journalists because Mainstream media channels prefer authenticity and credibility before reporting anything. In contrast, Twitter trends are created by global audience , which can be fake or unauthentic .so most journalists of mainstream media channels don't prefer to take any information from these Twitter trends because many political parties use these Twitter trends to troll or criticize their opposite party to gain more favor. Hence, these trends are mostly fake and hold no credibility, but respondents claim that these trends are capable of grabbing public attention, so many journalists of mainstream media discuss these Twitter trends in their programs in order to grab the attention of the audience and to increase the TRP. These Twitter trends are the results of frequently using the same label or phrase regarding any issue or event so anyone can create them. Twitter trends are the most highlighted phrases, and anyone can see them easily, so it is the best source of propaganda for public figures and followers supporting any particular party. They use these Twitter trends to highlight their opinion and convey them to the rest of the world. These trends have a great impact on people because common people are not aware of the verification or credibility that content holds, so they just consume the content and make their reality of stories depending on the content they consume. But investigative journalists are different in nature. They value the credibility of content, so they don't publish any content that has no verification or credibility.

4.3.7.4 Verification Process in Mainstream Media

According to investigative journalists, in mainstream media, they were asked to submit the documents and sources for all content they wanted to publish or broadcast, but Twitter trends are the opposite. They are completely different from each other. The Fourth Respondent said that.

"Mainstream media follow some certain rules and regulations, so they have to censor and filter the content in order to accomplish the guidelines or rules announced by their organization. They can't publish or broadcast any content without verifying its credibility and authenticity".

They must verify its source and make sure that it has authenticity because they are accountable for every content, they publish so they have to follow the rules and regulations of the organization or channels they are working at. Twitter trends are different from the content of mainstream media. The Twelfth Respondent said that.

"Twitter trends can be created by anyone and holds no credibility and authenticity.

These Twitter trends are created to target some specific person or organization, which harms their image and fame among people".

So, although investigative journalists require a piece of detailed and in-depth information, and Twitter is the best source of it these journalists do not prefer Twitter trends. According to respondents, few journalists are still discussing these latest Twitter trends in order to keep them in the limelight. They know that these Twitter trends attract their audience, so they manage one segment of these Twitter trends and discuss it on their mainstream media program, but they make sure to gain complete knowledge and information regarding these trends. By providing background information and detailed knowledge about these trends, they convey complete information about these trends to the audience so they can better judge what reality is.

4.3.7.5 Manipulation Through Twitter Trends

Twitter is a global platform where everyone can participate and convey their opinion and ideas. Twitter trends are also the result of their frequently used phrases or labels. So, people make use of Twitter for several purposes. The second Respondent claims that.

"People mostly make use of Twitter trends for manipulation purposes. Many political parties use Twitter trends to troll or defame their opposite party. In the form of Twitter trends, they manipulate the whole story and fulfill their agenda".

Twitter trends are the most highlighted phrases, and anyone can see them easily, so it is the best source of propaganda for public figures and followers supporting any particular party. They use these Twitter trends to highlight their opinion and convey them to the rest of the world. These trends have a great impact on people because common people are not aware of the verification or credibility that content holds, so they just consume the content and make their reality of stories depending on the content they consume. So, journalists are highly aware that Twitter trends are tools for political parties to manipulate the story so they are not influenced by it. Because mainstream media has strict rules and regulations regarding publishing any content, journalists of mainstream media make sure that they collect authentic and verified stories to be broadcasted on mainstream media channels because they are accountable for every content, they report through mainstream media channels. So, these respondents said that although Twitter trends are popular and attractive to the public, they make sure that they deeply investigate the story before publishing anything.

4.3.8 Using Twitter as a Major Source for Journalism

Addressing the third question, the respondents concluded that conventional journalism is highly affected by the advent of this platform of Twitter in Pakistan. The Fourteenth Respondent said that.

"Before Twitter, journalists relied on different sources to seek news and information and confirm and verify breaking news. However, with the development of Twitter, journalists now use official Twitter accounts to seek news

and information and verify different news. It has changed the direction of whole journalism. It has also changed the target audience of news depending on different mediums. Now, the scope of journalism is very large due to Twitter."

With the development of Twitter in Pakistan, conventional journalism is highly affected by this platform. The third Respondent claims that.

"Many journalists of mainstream media are utilizing this platform of Twitter to find information and knowledge before publishing or reporting on mainstream media. Before developing this platform, journalists rely on different sources to seek news and information and to confirm and verify different breaking news. But with the development of this platform, now journalists prefer official Twitter accounts for seeking news and information and to verify different news".

So, the effect of this platform is obvious because now journalists are much more dependent on this platform for doing their professional assignments. As a journalist they require detailed and complete information. Traditional media spends a lot of time collecting detailed news and information, but Twitter is the best source for efficiently seeking such knowledge and information. They can take every minute of news and updates from Twitter because all officials are available on Twitter, so they upload every latest update and story there, which these journalists take as a piece of news. Twitter trends are their main source for obtaining in-depth data and understanding the many narratives and contexts. The Fifth Respondent claims that.

"In the past, people used to rely on mainstream media for seeking news and information. They used mainstream media to verify and confirm the authentic news, but Twitter has become highly used for this purpose after Twitter's development. Now people, journalists, and different media organizations use verified Twitter handles for confirming authentic news".

Respondent said that by following these official accounts on Twitter, they can stay updated about the latest news and events because every time a well-known individual tweets from within or outside their domain, their tweets instantly show up on Twitter because they followed that account. They also retweet these stories and news and confirm stories using their official accounts. The Respondent claims that in the past, journalists had to rely on a variety of sources in order to take news or information but now they mainly use Twitter for this purpose. All journalists, professionals, and organizations are available on Twitter, so anything they tweet becomes their story, and they use Twitter as a source to accomplish their professional assignments on a daily basis.

4.3.8.1 Twitter Changes Direction of Journalism

In today's world, the primary source of comprehensive information and different narratives for investigative journalists is Twitter and its trends. So, they believe that Twitter has a significant effect on journalism. They said that it has profoundly changed the direction of journalism. The third Respondent said that.

" During my debate on the Nadeem Malik program along with Saleem Safi, I argued about the Uzbekistan group leader Tahir Yuldashev. Since the official Twitter handle of the Uzbekistan movement posted something contradicting the anchors' views, the anchor suddenly changed his arguments. After showing that message taken from that official account, the anchor changed the show's direction".

So, twitter has the power to alter the direction of the whole program in journalism. However, an investigative journalist has to verify and confirm every piece of news before publishing or discussing it on mainstream media channels. People have created many fake accounts, so it is difficult to identify the right account so journalists make sure that they take information from

the right official accounts of different officials or organizations. Therefore, Twitter has had a significant impact on journalism and has completely changed the direction of journalism.

4.3.8.2 Impact of Twitter on Target Audience

Addressing the impact of Twitter on conventional journalism, the sixth Respondent said that.

"With the development of Twitter, the target audience has also changed. Now, the scope of journalism has expanded significantly. For instance, collecting and receiving news and information was difficult and slow in traditional media, but now it can be easily collected and posted on Twitter".

Twitter is a platform that is used by everyone so sharing and updating news has become easy. In traditional media, updating every minute of information was impossible, so the audience received news later. However, now, through Twitter, every minute of detail is available. People get updated on the event at the very moment. So, twitter has brought efficiency to the field of journalism. It has enlarged the target audience as well. People from all over the world are available on Twitter, so delivering news to the masses has become possible. The reach and scope of journalism has increased significantly due to Twitter. The Seventh Respondent said that.

"Twitter has also modified the typical idea of news value in journalism. In today's era, the interest of the public determines the news value of a story, event, or happening. The more it grabs the attention of the audience, the more news value it holds".

Mainstream media reach is limited, but everyone uses Twitter, so it has a large audience. So, the journalistic use of Twitter does influence conventional journalism in Pakistan. Many

journalists report in favor of one particular party only in order to get a large fan following. People following political parties also follow those journalists so they don't criticize that party. So, journalistic values are highly affected by Twitter usage.

4.3.9 Efficient System of Information Through Twitter

Twitter is a major source of information and interaction among the investigative journalists. The job of an Investigative journalist is to collect and gather different types of information related to a particular story, news, event, or happening around the world. By collecting detailed and in-depth information, they can investigate the story and bring the truth to the public. So, collecting in-depth information is not easy for these journalists; they use different sources to collect and confirm the news. Among many sources, Twitter is also one of their sources of collecting in-depth information about any news, story, event, or happening. Regarding the advent of Twitter for news sharing and receiving purposes, the fifth Respondent believes that

"Since many people are using technology and now digital media is in the spotlight, so usage of Twitter impacts conventional journalism in Pakistan."

Many traditional journalists do not use social media because they stay tied to traditional ideas, which prevents them from using this platform. The second Respondent claims that.

"This platform of Twitter has made things easier in journalism. Now, accessing news has become much easier and faster for people and other journalists. For instance, in traditional media, not everyone is aware of news stories covered in court because that journalist sends these stories to mainstream media channels first.

After some time, mainstream media broadcast those news stories, but now journalists like Sadiq Jan have delivered court stories immediately through their Twitter accounts. They keep people updated about the latest happenings, news, and updates. So, it has made news deliverance much easier for the journalist".

People can also get this news easily by only accessing Twitter. So, it has increased the efficiency of news dissemination in journalism. We had newspapers to receive news in the past, but now people have e-papers. Through online, people can easily access news. Technology has transformed journalism and brought efficiency to the system. So, according to the third Respondent,

"Twitter has brought a major change in journalism. In conventional journalism, obtaining public responses and feedback was not possible, but due to Twitter, people from all over the world can also participate and share their point of view".

Twitter is a highly effective tool for disseminating and receiving news within no time. It has brought efficiency to journalism, where news can be delivered and received quickly. The advent of Twitter has reduced the space for traditional media because now people are more attracted to Twitter to gain updates and news regarding any recent issue, event, or happening. Traditional media journalists also use Twitter, a revolution in traditional media. They have also created their official Twitter account to share complete information with the audience. So, twitter has transformed journalism concepts. It has altered the old traditional journalism and brought efficiency to this system.

4.3.10 Uncensored Content Deliver Through Twitter

Journalists require in-depth information and knowledge about different stories, events, or contexts. This in-depth information requires every context and perspective of the story in order to reveal the complete truth related to that story, event, or happening. The Fifth Respondent concludes that

"Twitter is the best source for collecting and gathering different types of contexts and narratives regarding one story because the global audience uses Twitter and its content is not censored, so every idea and context is available on Twitter."

Everyone utilizes Twitter to share and receive news, so every perspective and narrative is available on this platform. These different contexts and narratives related to one story help investigative journalists gain in-depth knowledge about the particular event or happening. Most of the time, content in mainstream media is restricted and censored, which makes it difficult for reporters to cover everything on mainstream media channels. Therefore, these reporters prefer Twitter to share their ideas and thoughts about that restricted content with the public. Because this platform has no restrictions, people favor it over traditional media. Twitter is so quick and effective at sharing news that many journalists choose it as a quick way to obtain information. The majority of reporters utilize Twitter as well to obtain information and news. Since a lot of discussion, content, and comments on that story were already available on Twitter, they gathered much information from this platform before reporting it to the public.

The respondents concluded that although it is the duty of every journalist to verify and confirm news before delivering it to mainstream media, there are a lot of journalists who have failed to accomplish this task. They become part of the agenda by sharing the news and information without investigating it thoroughly. Additionally, many mainstream media channels are biased and support particular parties. They broadcast biased content that supports their supporting

party and criticizes other parties, so they pick biased content from social media and become part of this agenda.

4.3.11 Role of Conventional Journalism in Promoting Social Agenda

According to the opinion of respondents regarding the role of mainstream journalists and conventional media in bringing social media agenda to the Pakistan masses, they said that.

"It is the responsibility of media to verify the facts and reports before disseminating them to the general audience, but many journalists fail to accomplish this task. Many journalists are unable to perform their duties completely, which is why they have become part of this social media agenda. They collect and gather different content from social media and without a thorough investigation, they deliver it among the audience which promotes this agenda".

On Twitter, people from all over the world can share anything. They can share and deliver news and information without going through any verification process. It is difficult to say which news is fake and which news is real on social media. Twitter has a larger reach, so that content reaches a large audience. Anyone can easily deliver fake content on Twitter in order to fulfill their own agenda. People use Twitter and other social media platforms highly in order to set an agenda because there is no authenticity process.

4.3.11.1 Role of Twitter in Promoting Personal Agenda

The second Respondent claims that.

"Twitter trends are the biggest source of promoting personal agenda. These Twitter trends are not considered verified and authentic for mainstream media journalists because Mainstream media channels prefer authenticity and credibility before

reporting anything, while Twitter trends are created by a global audience, which can be fake or unauthentic ".

So, most journalists of mainstream media channels don't prefer to take any information from these Twitter trends because Twitter trends are also manipulated. They are created by different people to achieve their own particular agenda, including defaming others. Mostly, these types of trends are created to target some specific person or organization, which harms their image and fame among people. Many political parties use these Twitter trends to troll or criticize their opposite party to gain more favor, so these trends are mostly fake and hold no credibility. However, respondents claim that these trends are capable of grabbing public attention, so many journalists of mainstream media discuss these Twitter trends in their programs in order to grab the attention of the audience and to increase the TRP. These Twitter trends hold the personal agenda and result from frequently using the same label of phrase regarding any issue or event so anyone can create them. Twitter trends are the most highlighted phrases, and anyone can see them easily, so it is the best source of propaganda for public figures and followers supporting any particular party. They use these Twitter trends to highlight their opinion and convey them to the rest of the world. These trends have a great impact on people because common people are not aware of the verification or credibility that content holds, so they just consume the content and make their reality of stories depending on the content they consume.

4.3.11.2 Biasness Toward Political Parties Through Twitter

The Respondent claims that many journalists are biased toward political parties, which affects the content they deliver. The Fifth Respondent said that.

"These mainstream media journalists have created their own Twitter accounts and deliver biased content through them. Since mainstream media is censored and

restricted, there is very little space for agenda, but these mainstream media journalists utilize Twitter to promote the social media agenda supporting their favorite party".

Other journalists unintentionally become part of this social agenda by not verifying the facts and information before delivering the content. The seventh Respondent said that.

"A fake letter accusing Qazi Faez Isa was shared on Twitter. Imran Raiz also tweeted that fake letter with a critical caption. He didn't investigate that letter and posted it immediately. This fake letter posted by Imran Raiz was removed after two hours, which has a great influence on the public as well because Twitter is a platform which everyone around the world uses, so news circulated rapidly through Twitter".

Circulating fake news for two hours was enough to change the narrative of the public and to manipulate the story, event, or happening. Imran Raiz supports PTI, so he didn't need to investigate that letter because it favored PTI. So, in order to support their favorite parties and to criticize their opposite parties, many journalists become part of this social agenda.

4.3.11.3 Discussing Social Media Content on Mainstream Media Programs

Mainstream journalists and conventional media play a role in bringing social media agenda to the Pakistan masses. Twitter is a platform where people from all over the world interact and post all types of stories and information, so mainstream media journalists found it easy and important to collect and gather information and news from Twitter. The data collected from Twitter was also published in mainstream media by some journalists. They discussed different social media debates in their programs as well. Anything that happens around the world is

initially shared and discussed on social media, and then it is taken by mainstream media journalists as well. Twelfth Respondent said that.

"This social media agenda through Twitter trends and online debates also caught the attention of many other journalists because although it is not authentic it mostly carries some type of societal issue as well. For instance, with time, people run campaigns against fake real estate on social media, so it also attracts the attention of the journalist, and they also broadcast that news on mainstream media channels".

So, journalists also play a role in bringing social media agenda to the Pakistan masses through mainstream media. There is so much content that first comes on social media through the public, and then it is discussed on mainstream media by different journalists, for instance, the Rape case on motorway. It was raised by the public first, and then it caught the attention of journalists and was broadcast on mainstream media.

4.3.12 Freedom of Speech Through Twitter

The ninth Respondent said that.

"Twitter is a more powerful and modern version of the media than traditional media. So, the content published on Twitter has more influence. For instance, PTI was blocked from print and mainstream media throughout Pakistan's election season, leaving them with just Twitter as a source. They gained people's trust through Twitter, which worked in their favour. They could reach their supporters and followers with their message due to the Twitter campaign and trends, which generated excitement".

So, twitter trending content appears within seconds and is covered by mainstream media later; hence, the majority of data is gathered from Twitter trends and is influential, while mainstream media has limited reach and is not influential as compared to Twitter and Twitter trends.

Regarding the role of mainstream journalists and conventional media in bringing social media agenda to the Pakistan masses, the fifteenth Respondent states that

"It's entirely based on the "freedom of speech" right of the country. In Pakistan, the norms of mainstream media are very regulated. Twitter is a free medium where anything can be published".

The journalists of mainstream media can't broadcast or publish these Twitter trends in their programs because mainstream media is restricted. If any trends become so popular, they may discuss them in their program. For example, the Kashmir protest was not broadcast on mainstream media. First, it was only shown on social media. After it went viral on social media, then only mainstream media published news about it. However, according to some respondents, mainstream media journalists don't play any role in bringing the social media agenda to the Pakistan masses.

4.3.13 Twitter: A Source of Gathering In-Depth Knowledge

Investigation journalism requires a piece of in-depth information and knowledge about any story, event, or context. This in-depth information requires every context and perspective of the story in order to reveal the complete truth related to that story, event, or happening. Third Respondent concludes that

"Twitter is the best source for collecting and gathering different types of contexts and narratives regarding one story because Twitter is used by the global audience.

Everyone utilizes Twitter to share and receive news, so every perspective and narrative is available on this platform".

These different contexts and narratives related to one story help investigative journalists gain in-depth knowledge about the particular event or happening. The Fourth Respondent also claims that.

"As an investigative journalist, we pick every narrative, context, and perspective of story or event from this platform, but we conduct research before publishing it to the public."

They said that it is their responsibility to investigate the facts before publishing, so they study all these narratives and contexts and expose that truth to the public only after confirmation. The content on Twitter is not censored, so every angle of the story is present on that platform. Journalists prefer Twitter to collect detailed information about a story, event or happening. With the help of only one keyword, they can gather all relevant data and information related to that event, story, or happening. It makes it easier for them to collect detailed information before reporting anything to the public.

4.3.14 Gaining Feedback and Responses Through Twitter

The second Respondent claims that Twitter enables them to get informed about the feedback and responses of politicians and the public. He said that

"Whenever any latest event happens, politicians also give their feedback. For instance, if any journalist or reporter broadcasts any news, story, or event related to PTI, Marwat will probably tweet to address that issue. Whether in favor of or against that story, they will give their statement regarding that issue, event, or

happening. Journalists and reporters consider this statement news and deliver it on mainstream media".

Politicians, public figures, and journalists have their own accounts, so they also share their points of view. They share different contexts and perspectives regarding any issue. They debate these issues and present different opinions and ideas regarding them. Journalists and reporters cover many stories and events daily, so they require these ideas and opinions, which broaden their knowledge and further share it with the public. Before reporting or broadcasting any news, the reporter or journalists make sure that they have complete knowledge and know every narrative and angle of the story, so Twitter provides this opportunity to the journalists and reporters to collect in-depth information, knowledge, perspectives, and narratives to extend their knowledge and to deliver unbiased news to the general public. Respondent also said that by following the official accounts on Twitter, they can stay updated about the latest news and feedback from the organization or any politician. Every time a well-known individual tweets from within or outside their domain, their tweets would instantly show up on Twitter because they followed that account. They also retweet these stories and news and confirm stories using their official accounts.

4.3.15 Flow of Information Through Twitter

Twitter has a great impact on the reporting of journalists in Pakistan. It increases the flow of information. They can receive the most recent information from Twitter. News is rapidly disseminated to the public through Twitter. Twitter also facilitates the process of gathering, researching, and compiling different types of knowledge and information for the daily reporting of journalists in Pakistan. Respondent said that by following the official accounts on Twitter, they can stay updated about the latest news and events because every time a well-known

individual tweets from within or outside their domain, their tweets instantly show up on Twitter because they followed that account. They also retweet these stories and news and confirm stories using their official accounts. Because Twitter has a wealth of information about any subject, journalists can more easily gather various types of content, such as images, videos, recordings, or anything related to the story. However, it might be difficult for journalists to confirm the details and content they have acquired from Twitter.

The fifth Respondent concludes that.

"Twitter facilitates the "flow of information." It contains an efficient flow of information where information is added every minute so reporters get the latest updates from Twitter, they broadcast on mainstream media."

4.3.16 Conclusion

The findings of this study highlighted the important role of "Twitter" and "Twitter trends" in investigative journalism. All respondents claim that Twitter has proven to be a significant tool for their professional work. They said that

"Journalists use Twitter for different purposes. Journalists use Twitter for their professional work, including collecting, gathering, and sharing news and information from Twitter and Twitter trends. They verify this information through different sources and then broadcast it on mainstream media ".

The global audience is available on Twitter. Its reach is larger than that of mainstream media, so journalists also utilize Twitter for self-promotion. They use Twitter to share news, information, and opinions with a larger audience and increase their viewership. In Pakistan, fewer reporters can gain popularity through mainstream media; most journalists only get 40 seconds for reporting. For big events, they get 4-6 minutes to report any event, so they cannot gain much popularity through mainstream media. To gain popularity and fame, these reporters

utilize Twitter in different ways. Twitter trends grab the attention of journalists towards recent issues and updates. Journalists took information from these trends and also broadcast it on mainstream media.

Many journalists also prefer this platform for delivering their voices, ideas, and opinions to the public. They created their own Twitter accounts and shared different news, ideas, opinions, and stories with people worldwide. On their official Twitter accounts, they also attach the link to the stories they reported on mainstream media. Through these links, people learn about their mainstream media channels, which helps them increase their followership on mainstream media. The content delivered on mainstream media is mostly censored and filtered. Journalists cannot deliver all types of information and news on mainstream media, so they prefer Twitter. They deliver news and information on Twitter to convey all narratives and perspectives of the story to the audience. It improves their interaction with the general public, allowing them to get feedback from the public as well. This study concluded that journalists also utilize official Twitter accounts as their verified source because almost all important professionals from all sectors are active users of Twitter and upload the latest news through their tweets, which becomes news for these investigative journalists. So, they verify information through Twitter's official accounts.

Many journalists criticize Twitter trends for being unauthentic. They said that people mostly create fake accounts, which sometimes become the source of misinformation on Twitter and manipulate events and stories, so journalists don't prefer Twitter for verifying news and broadcasting it on mainstream media. However, findings have highlighted the impact of Twitter trends on investigative journalists.

Regarding the relationship between Twitter trends and mainstream media reporting in Pakistan, literature concluded that mainstream media channels require authenticity and credibility for

publishing any content, and anyone can deliver Twitter trends, so it is considered unauthentic by most journalists influence of these Twitter trends on mainstream media is very less. However, this study highlights that Twitter trends influence the reporting of mainstream media reporters because many mainstream media journalists discuss these latest Twitter trends in their programs to grab people's attention and increase the TRP of their channels. These Twitter trends have become major sources for journalists to get the latest updates on events and to know different opinions and narratives of the public regarding any event, story, or happening.

5 Discussion, Implication, and Conclusion

5.1.1 Research Question .1

What are the usage patterns of Twitter by investigative journalists of print and electronic media?

Discussion

This study examines the usage pattern of Twitter by investigative journalists in print and electronic media. It analyzes how investigative journalists make use of Twitter for their professional work. Ahmad, in 2010, claimed that Twitter is an effective tool for investigative journalists. They utilize Twitter for completing their daily basis tasks and assignments for their professional work, which is also evident by the findings of this study, which concludes that Investigative journalists make frequent use of Twitter for collecting and gathering different types of news and information for their daily basis professional assignments. They collect different types of documents, images, and information from Twitter, which is a highly important tool for investigative journalists.

Posetti, in 2013, said Twitter provides journalists with more sources for collecting news and information. Bruns, in 2012, also said that Twitter helps journalists keep updated about the latest events happening around the world, which is also supported by the finding of this study that reflects that journalists use different Twitter official accounts as their verified sources because almost all-important professionals from all sectors are active users of Twitter and their upload every latest news and happenings, which becomes news for these investigative journalists.

Neuberger and Neurnbergk (2010) said that journalists should provide all perspectives and contexts of stories to the general audience in order to help them have a good understanding of reality. Berglez, in 2013, also said that by having access to multiple perspectives and contexts, the investigative journalist can have a better understanding of that particular event or incident and can investigate the story more deeply. This study highlights that Twitter is a vital source for collecting and gathering different types of contexts, perspectives, and narratives regarding any event or happening because Twitter is used by all people around the world. All professionals and experts are active on Twitter. They share their different opinions and information with the people. So, every perspective, narrative, and context is available on Twitter. These different contexts and perspectives related to one event or happening help investigative journalists gain in-depth knowledge about the particular story. With the help of Twitter, journalists collect all types of contexts, perspectives, and narratives regarding any event or happening and disseminate them to the audience in order to help them have a good understanding of the truth.

Brown, in 2014, said that all journalists and media should reflect the diversity in their content. They should portray all types of social, cultural, and political perspectives regarding any story, event, or happening. Their content should contain a diversity of opinions and viewpoints. Twitter is a vast platform. People from all over the world interact and share diverse viewpoints

and information, so this study reflects that Journalists make use of Twitter to collect and gather diverse opinions and viewpoints regarding any event, happening, or story.

The previous studies and literature state that Twitter is a vital source of information and news for investigative journalism. They utilize Twitter to collect different types of viewpoints and narratives regarding any event, happening or story. These different contexts and narratives related to one story help investigative journalists gain in-depth knowledge about the particular event or happening. The findings of this study also support the existing literature and claim that most journalists and different media organizations use Twitter to monitor information and news. A large number of journalists from mainstream media utilize Twitter as a medium for obtaining different types of news and information to report on mainstream media.

5.1.2 Research Question .2

How are "Twitter trends" affecting the reporting of investigative journalists in print and electronic media?

Discussion

This study also sheds light on the effects of "Twitter trends" on the reporting of investigative journalists of print and electronic media. It analyzes that how Twitter and Twitter trends affect the daily basis news reporting of investigative journalists. Small, in 2011, said that with the help of "Twitter trends," people get updated about the latest news and events happening around them. These Twitter trends relate to the latest events, news, or happening. Thus, it grabs the attention of the vast audience. Journalists know that people are attracted by these trends, so they also make use of these Twitter trends in their daily basis news reporting to grab the attention of the audience. So, it highly affects the reporting of investigative journalists in print

and electronic media. It is also evident by this study, which states that Twitter trends are capable of grabbing public attention, so many journalists of mainstream media discuss these Twitter trends in their programs in order to grab the attention of the audience and to increase the TRP.

Newman, in 2009, said that this frequent use of Twitter for the dissemination of news and stories and for sharing opinions by a general audience seems to influence the reporting of mainstream media. The findings of this study also highlight the similar conclusion that Twitter trends are created as a response by the public, so in order to consider public responses, Mainstream media journalists also discuss these Twitter trends on mainstream media channels and give more details about the trends to the public. These journalists know that the public is already curious about these topics and about certain Twitter trends, so they address them in order to attract the attention of the audience and to provide them with more information related to that topic or Twitter trends. However, Zhang and Margare (2023) said Twitter trends are fake and promote manipulated information. The findings of this study also supported this literature and said that Twitter trends are mostly manipulated; they are created by different people to achieve their own particular agenda, including defaming others. Many political parties use these Twitter trends to troll or criticize their opposite party to gain more favor, so these trends are mostly fake and hold no credibility. Mostly, these types of trends are created to target some specific person or organization, which harms their image and fame among people.

So, the existing literature highlights that the usage of Twitter and Twitter trends highly affects the reporting of mainstream media journalists. In order to grab the attention of the public, journalists use the latest Twitter trends and add more information to it. This study supports the existing literature and further states that Twitter has a great influence on the reporting of Pakistani journalists. Its impact is huge in terms of monitoring. The reporters just type keywords and find multiple tweets and information related to them. All content and information can be monitored through Twitter. So, Twitter is an extremely significant tool for investigative

journalists. Through different Twitter trends and tweets, journalists collect bundles of information and utilize it for their professional assignments.

5.2 Limitations of the Study

This study was conducted to analyze the effects of twitter trends on the reporting of investigative journalists. However, it only reflects the impact and influence of Twitter trends in Pakistan. This study was conducted on Pakistani investigative journalists only, so it is limited to Pakistan regarding the impact of Twitter and Twitter trends in journalism. However, the global perspective of international journalists on Twitter trends is also very important in order to completely understand the impact of Twitter trends on the field of investigative journalism around the globe.

5.3 Implication of the Research:

This study signifies the importance of "Twitter Trends" in the field of investigative journalism. It highlights that with the help of Twitter and Twitter trends, investigative journalists are capable of collecting more in-depth knowledge and information for investigating the story more deeply. Twitter, being a global platform, helps investigative journalists collect diverse contexts and perspectives regarding any story or event, but there are still some journalists who don't prefer social platforms for their professional work. They consider it unprofessional, but this research's findings signify the importance of Twitter in journalism. It emphasizes that Twitter and Twitter trends have a major impact on investigative journalists' reporting. Although it is considered unauthentic, investigative journalists prefer this platform to collect different narratives regarding any story.

5.3.1 PRACTICAL IMPLICATION:

This study reflects the importance of utilizing Twitter trends in the field of journalism. It emphasizes the importance of using this platform for the purpose of performing professional tasks in journalism. It highlights that through Twitter, professional tasks have become easier for all journalists around Pakistan. Through Twitter trends, journalists are able to monitor the latest breaking news. Twitter trends have become their major source for getting updates and keeping in touch with the latest events happening around the world. This study highlights the importance of Twitter trends in knowing the different narratives and opinions of people around the world. So, journalists also use these Twitter trends on a daily basis for their mainstream media program in order to grab the attention of the vast audience and increase their TRP. This study concluded that many journalists identify the incidents through Twitter trends and then report them to mainstream media, which also becomes the reason for taking action against the government. Many journalists are unaware of the importance of Twitter trends because they are created by the general public, so they avoid them, but after going through this study, journalists and people will be able to recognize the importance of Twitter trends in the field of journalism.

Although this study was conducted on investigative journalists, it highly signifies the importance of Twitter in the whole field of journalism. This study will help future journalists understand the importance of Twitter and Twitter trends in their professional fields. After going through this study, the journalists will be able to recognize the impact of this social platform on their field of journalism. The world is shifting and becoming digital, so in this era, the usage of Twitter is very important for journalists. It has greatly impacted the content and reporting of journalists around Pakistan. It helps them perform their professional tasks more efficiently on

a daily basis. In Pakistan, fewer reporters in mainstream media can gain popularity. Twitter has become their major source for gaining popularity as well. By discussing Twitter trends, they gain the major attention of the public and increase their viewership. So, this study highlights the vital role of Twitter and Twitter trends in the field of journalism.

5.3.2 THEORETICAL IMPLICATION:

While the existing literature highlights the influence of Twitter in journalism, this study especially focused on the influence of "Twitter trends" in the field of Investigative journalists. Very few studies highlight the role of Twitter trends in the field of investigative journalism because investigative journalists require authentic content to investigate the truth, but Twitter trends are considered unauthentic by mainstream media and journalists. However, this study highlights that although Twitter trends are not considered verified, they still provide investigative journalists with a variety of opinions, viewpoints, and narratives. This study concluded that Investigative journalists take content from Twitter trends because people are curious about them, but they conduct a complete investigation before discussing these trends with the public. After investigating the trends thoroughly, they share the complete truth with the public along with Twitter trends.

This study adds the major insight in the existing literature that although Twitter trends are considered unauthentic there are still many issues that are raised through Twitter trends. Through public voices, journalists are able to raise that issue. Twitter trends have become major sources for journalists to get the latest updates on events, and it is the major source of information on different opinions and narratives of the public. Journalists can monitor different information through Twitter trends, so Twitter trends have a major importance in the field of journalism.

5.4 Conclusion

This study sheds light on the important role of Twitter and Twitter trends in helping professional investigative journalists perform their professional tasks. The task of collecting in-depth information and news is not easy for journalists, so for this purpose, they use different sources to collect and gather news and information for their professional use. Among many sources, Twitter and Twitter trends are major sources for collecting in-depth news and information related to any news, event or happening. Many journalists criticize Twitter trends for being unauthentic. However, this study has highlighted the impact of these Twitter trends on investigative journalists. Investigative journalists concluded that Twitter trends have become their major source for collecting the latest and recent news and information about different events and stories happening around them. Through these Twitter trends, journalists are exposed to many issues that are raised by the public. So, these Twitter trends played a vital role in investigative journalists collecting and gathering different perspectives and narratives regarding any event, story, or happening.

Therefore, Twitter and Twitter trends are considered highly useful for gathering and analyzing various types of information, stories and happenings around the world for investigative journalists. It makes professional tasks easier for all journalists around Pakistan. Twitter trends are highlighted on Twitter, so Investigative journalists take content from these Twitter trends. People are also very curious to know the truth about these trends, so investigative journalists conduct a complete investigation before discussing these trends with the public. After investigating the trends thoroughly, they share the complete truth with the public along with Twitter trends.

This study analyzed the effects of Twitter trends on investigative journalists' reporting. However, it only reflects the impact and influence of Twitter trends in Pakistan. This study was conducted on Pakistani investigative journalists only, so it is limited to Pakistan regarding the impact of Twitter and Twitter trends in journalism. However, the global perspective of international journalists on Twitter trends is also very important in understanding the impact of Twitter trends on the field of investigation journalism around the globe.

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APPENDIX

QUESTIONNAIRE

Q#1 As a journalist how you make use of Twitter? And how other journalists like yourself use Twitter for reporting?

Q#2 Can you explain the relationship between Twitter trends and mainstream media reporting in Pakistan?

Q#3 Do you think that the use of Twitter by journalist changes the conventional journalism in Pakistan ?

Q#4 In your opinion do mainstream journalist and conventional media plays any role in bringing social media agenda to the Pakistan masses?

Q#5 In your opinion does journalistic use of Twitter influences the reporting of Pakistani journalists? If yes then how?