

## **SOCIAL MEDIA ISSUES EMBEDDED IN BROADCASTING: MALAYSIAN EXPERIENCE**

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### **ABSTRACT**

This article provides an overview of the broadcasting industry in Malaysia. Next, it explores the social media environment and the different issues experienced by young social media users as opposed to issues found in web broadcasting, as mainstream broadcasters' attempt to host social media generated content to achieve greater audience reach and popularity. Then the chapter discusses how broadcasters are managing these issues. The issues are analysed using the business analysis tool PESTEL and are presented in two folds. One as they are experienced by social media users and the other as experienced by conventional broadcasters who also broadcast their content through the web. The significance of the issues here is in the Malaysian context as it seems to be related to the nature of social media users, their lack of affinity to hard copy books, periodicals or printed materials, their affection to the possibilities the web and social media offers. How broadcasters are managing the issues at their end takes into consideration the cultural, legal and social context of the Malaysian society.

Keywords: Social media issues; Social media broadcasting; broadcast management; Malaysia; Broadcasting

### **INTRODUCTION**

Broadcasting in British Malaya then, started on the 1<sup>st</sup> of April 1946 with the Department of Broadcasting as Radio Malaya (Ministry of Information Malaysia 1983) to diffuse social and political confusion after the war followed by communist insurgencies. Radio Malaya was developed very much following the British Public Broadcaster (BBC) Model. It operated on the premise of a socially responsible press theory. From there on broadcasting in Malaysia has been state controlled until such time an open air policy was adopted in 1983 with the inauguration of free to air TV3 and direct to home ASTRO channels. Both TV3 and ASTRO are privately managed stations. Radio Television Malaysia (RTM), has however remained a government department to date.

The principle by which broadcasters operate here, with their many freedoms to publish and air what they want, following Article 10 and many interrelated acts of the Federal Constitution is that they should use their powers responsibly for the betterment of society. At times the authorities appear to prescribe what the media should do. Nevertheless, the media are expected to exercise self-restraint and act responsibly.

The Commission on Freedom of the Press (Hutchins' Commission 1947) has to some extent articulated media's obligations to society. The Commission argued that a responsible media

system must do more than simply report the facts. This means the media must provide analysis, explanation, and interpretation. And especially in a developing country,

broadcasters are obliged to go that extra mile in engaging audience feedback and participation just to ensure the masses understood the messages as they are interpreted by the stations. However, globalization and commercialization of media and concentration of ownership are threatening some aspects of this model of media operations, as profit takes precedence over social responsibility.

Just as it would occur in any developing country after its independence, there was a huge and immediate need to inform its people of the developments that were taking place in the country and how the people were affected by internal and external media influences. The newspapers, radio and television were the only mass media information sources then. Radio and television being the government mediated information disseminating sources adopted a developmental role as espoused by the Hutchins' Commission (1947).

Malaysia is moving on to a developed nation status with numerous broadcasters sprouting in the media scene. For a population of 28 million, the Malaysian media field is saturated with numerous free-to-air, direct-to-home and web radio and TV broadcast stations, so much so that a few have failed to sustain the competition. There are 34 government-owned (RTM) and 19 private radio stations. RTM also operates 4 TV channels, Media Prima operates 4 TV channels and the satellite station ASTRO operates a hundred channels under various packages at different seasons. There are international broadcasters like the BBC world service, China Radio International operating in the AM frequencies. Additionally, there are web broadcasters like TV Al-Hijrah, Asia Media and a host of web TVs in the country (Chamil 2012).

Globally, the on-going technological development is challenging traditional ways of doing business in broadcasting. Broadcasters are expected to generate 50% of their web based sales through social media and mobile platforms with an estimated projection of \$30 Billion by 2015. The world already has 110 million blogs being tracked around the world daily, more than 100 million videos a days being watched on video sharing website, and over 123 million social media users on the Facebook alone. Users of social media have grown significantly providing individuals and organization opportunity to join conversations with millions around the world every moment. Such a large social media followership and intense activity, have their implications for local users as well (Chamil 2012).

In Malaysia the media scene is just as fragmented as the changing patterns of media consumers and practitioners. Consumers of information are still turning to the traditional media (29 %) for their regular diet of information; Corporate sources (29%); online multiple sources (23%); and social media (19%) (Edelman trust barometer, 2012). while other forms of media dependency have dropped, consumers have stepped up their attention to online multiple sources and the social media by 77.9% (Chamil 2012). To date, Malaysia has achieved its targeted internet penetration of 60%; 3G 12.5% subscribers and exceeded 30million mobile subscribers (Edelman trust barometer, 2012); With such a diverse source of rich information flow, Malaysians are at a loss to know which information source to trust. According to Edelman trust barometer (2012), technology and telecommunications led information sources top the most trusted industries (80%).

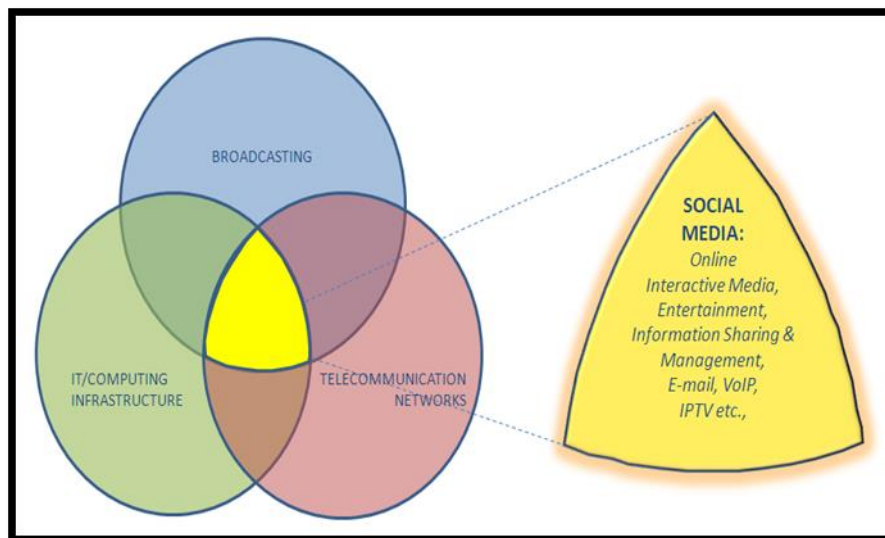
The preceding maze of figures and ratings has a strong bearing for the continued decline of mainstream broadcasting audience share and popularity, and the rise in social media broadcasting users and practitioners. As mainstream practitioners realize the urgency to claw back to continue to being relevant, they are confronted with issues emanating from social media broadcasting and social media users.

## **LITERATURE REVIEW**

This is a review of what is being said under media convergence, social media, interactivity, online broadcasting and regulatory framework of laws governing social media in relation to the chapter.

### **Media Convergence**

Convergence is described by Blackman (1998) as the coming together of telecommunications, computing and broadcasting into a single digital bit-stream which others refute as really the take-over of media by digital technologies. Departing from that perspective is Lanerolle (2011) who emphasizes the transition of all forms of content from analogue to digital. Later, convergence also defined as the coming together of multiple communication technologies and devices into a single seamless all purpose network. The convergence of technologies produces an overlapping space capable of supporting higher level new media interactivity, as seen in figure 1.



**Figure 1.0 Convergence of Media**

However, Van Ark et al. (2002) warn the digital society that the impact of the digital age and convergence is huge for the media industries and the society. What is meant here is that convergence and its subsequent developments will not be spared of adverse consequences to their respective national wealth and communities if they implemented their regulations wrongly.

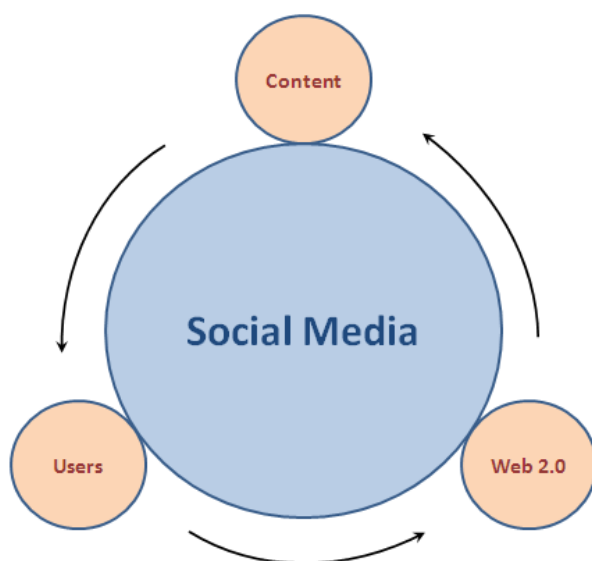
Convergence and the concentration of media groups are global processes which are increasingly international in their orientation and business approach (Bierhoff 2000), benefiting and protecting broadcasting services (Lanerolle 2011). This globalization is gradually being achieved through the low cost of establishing a presence on the World Wide Web (European Commission 1997). The convergence of both telecommunication and broadcast services is being actively promoted by technological giants (Shinohara & Okano 2002). For example, Unifi internet broadcast package by Telekom Malaysia offers a set-top box which enables Internet access through a TV set.

## **Social media**

Ahlqvist et. al (2010), describe social media as a group of internet-based applications build on the ideological and technological foundations of Web 2.0. As a functional definition, social media refers to the interaction of users to create, share, exchange contents in virtual communities and networks and these technologies are usually packed under the umbrella term web 2.0.

Three key elements of social media are distinguished here as content, users or audience and communities; and Web 2.0 is the internet technology, proposed by Ahlqvist et. al (2010) in their social media triangle model. Content refers to user created data of the multimedia nature; such as the use of photos, pictures, videos, animation, tags, reviews and play-lists. Next, Users of social media based on communities and social interaction among users and audience. According to Pascu et al. (2008, p. 39), users have three roles: i) users are suppliers of content; ii) users support the distribution of content and service; iii) and users have critical roles in the selection and filtering of relevant content and services. The third element is web 2.0 or broadband internet which permits the conveyance of content directly or mediated by media devices.

In the social media triangle, the centre space is the social media space visited by all of the three elements at one and the same time. The triangular shape of the outer parameter is fixed and the inner space is enclosed which is limiting and restricts dynamism. Such an enclosure does not illustrate the evolving nature of the three elements of social media and its space.



**Figure 2.0 Social Media Interactive Model**

However, what is seen here in figure 2, “Social Media Interactive Model”, is that the three elements of content, users and web network are independent at the same time connected seamlessly in the cyber space of social media capable of supporting high level of online interactivity.

Content refers to multiple sources of input from different platforms as well as user created data of the multimedia nature; such as the use of photos, pictures, videos, animation, tags, reviews and playlists.

Users here refer to the social media audience, content creators and related communities including broadcasters who are the new active users of social media materials; and Web 2.0 internet network technology, the enabling conduit for social media broadcast as well as entering the broadcast scene with internet protocol IPTV.

The social media space in the centre is borderless. It is the technologically evolving space visited and interactive with either or all of the three elements at one and the same time. The shape of the outer and inner circles is irregular and dynamic. Hence, the three elements of social media are actively revolving supporting and courting each other in the social media space.

Such sharing with web technologies and applications facilitates user interactivity and the exchange of volumes of user-generated content sort after beyond social media users (Gunton & Davis 2012). This is why social media is important to broadcasting.

### **Online broadcasting**

Social media is probably the fastest growing segment of media since the dawn of this millennium. Getting broadcast content on to the social media would mean an immense addition for broadcasters’ reach and popularity. Facebook and twitter have more than 800 million users, adding 200 million just this year alone (The Baht Media). Broadcasters all over have in some way testified to this phenomenal development amidst declining ratings and reports of losing audiences to new digital media (Diana 2012).

“Twitter and facebook have quickly become one of the basics of TV news; ... social media has become so important that stations are investing in training talents to use them and, in some cases, mandating it”, says Diana (2012) a co-editor of an online news site about the rising status of social media at TV stations.

According to Gillespie & Mc Laughlin (2005) Marshall McLuhan’s “*The medium is the message,*” was not so much the content communicated by the media that mattered, but how the medium communicated that content and in doing so, how the content worked on audiences, messaging and shaping their capacities in various ways with marked consequences for the organization of social relationships” (pp. 113-144).

It is the way media users use and interact with the social media gadgets these days is what makes it ‘world-changing’ by being able to speak their mind, move audience from anywhere. Social media makes interactions possible in various ways as commentator, editor, content creator, producer or distributor, giving users the edge that will be sustained in the minds of

young social media users. Such is the differentiated content that seeks to be published or sought by media organizations.

Social media is providing a new dimension to the way mainstream broadcasters present their news. Recently CNN reported the human massacre in Houla, Syria (28<sup>th</sup> May 2012, 9pm local time) using graphic images from twitter contributions. CNN also reported the murder of Nicola Furlong using pictures from Facebook (28<sup>th</sup> May 2012, 9pm local time), and footages from youtube about the Academy Award winning documentary “Saving Face” on Pakistan’s acid attack on women(28<sup>th</sup> May 2012, 9pm local time). These user-generated social media contributions found their way into worldwide mainstream broadcasts all on the same day.

People want to belong and be informed constantly, which has specific implications for the social media. Results show that internet can add 15 points above TV. Audience typically will not stay in front of the TV long enough to pay attention but with new media, there is the chance to effectively take advantage of users’ time spent online simply because people stay connected seamlessly. The first thing users do at work is to go online and check their email and they stay online the whole day along side their routine responsibilities. Eastman et al (2006) realises this potential as a marketer that social media has a means of transforming how content can communicate with their consumers. However, promotion and push messages must be brief and not be dominating. Therefore an online broadcast is essential in any case for mainstream broadcasters because the audience are there as well.

Mainstream radio and TV broadcasts have become more accessible over the internet services made possible through the convergence of IT and computing services, telecommunications and broadcasting technologies (Asthana and Panda 2002). This is a major turn for content broadcasting and to influence the attitude and behaviour of audience. Anyone who now has a new media gadget especially a mobile phone with 3G applications can access anything on the net quickly. The new media now have access to a large archive of content from mainstream broadcasters for a feasible coexistence. By promoting each other’s physical make-up and efficiency, the richness of content, that is the medium and the message, they can justify audiences’ time spent on the media.

### **Regulatory framework of laws governing social media**

Social media and its usage over the internet network know no boundaries. In most countries it is subjected to covert or overlapping laws.

In Malaysia, the laws that govern the broadcasting environment are fairly well established. However the convergence of media technologies and the entry of new media have made it necessary for the inclusion of new and existing laws as custodians to social media as well.

Malaysian Communications and Multimedia Commission is a statutory body established under the Communications and Multimedia Act 1998 to regulate and nurture the communications and multimedia industry in Malaysia. The commission ensures information security and the integrity and reliability of the network for the security and the integrity and reliability of the network for the country

The Communications and Multimedia Act 1998 (CMA), provides the direction and regulatory framework for the convergence of the telecommunications, broadcasting and computer industries in addition to overlapping provisions found in the form of cyber laws in Malaysia (Laws of Malaysia, Act 588).

The overlapping cyber laws that can affect social media broadcasting comprise of: The Computer Crimes Act 1997, The Communication and Multimedia Act (1998), The Telemedicine Act 1997, The Copyright Act 1987 (Amendment) Act 1997, The Digital Signature Act 1997, Personal Data Protection Act 2010.

These laws cover offences relating to misuse of computers. The Computer Crimes Act 1997: Scope of copyright protection widened to cover communications to public through wired or wireless means The Copyright (Amendment) Act 1997.

Some of the relevant provisions from the CMA 1998 are Section 211 (Prohibition on provision of offensive content), Section 233 (Improper use of network, facilities or network services), Section 234 (Interception and disclosure of communications prohibited) and Section 235 (Damage to network facilities) [www.mcmc.gov.my](http://www.mcmc.gov.my).

Thus the operational demarcations of laws that overlook the broadcasting and social media have expanded and evolved to accommodate the globalized nature of a media environment that aspires to assume a developmental role, adopt commercial characteristics and be free at the same time.

## **FINDINGS**

### **Issues and Challenges**

The online media space is unique in its distribution of information, disseminated on channels that are local in nature but global in terms of their reach and the opportunities accrued from a wide and interactive audience. Broadcasting in the social media environment has made available numerous internet means for interactions and to forge new relationships between broadcasters and communities. However, inherent in social media broadcasting's easy accessibility are concerns primarily related to young users.

Social media often viewed as a personal communication tool, tend to inherit new risks at the same time. A survey conducted in the US found that social media users who disclose information needed in their account, risk being spammed and losing their privacy. Boys and younger teens are more likely to post false information, older teenagers are more likely to reveal detailed personal information: overall, 49% included their school and 29% their email address (Lenhart & Madden 2007).

In the UK, an online survey revealed that children of 9 – 19 years old who used the internet at least weekly, 57% had seen online pornography, 31% had seen violent and 11% had seen racist content. Further, 31% had received sexual comments online and 28% had been sent unsolicited sexual material. A third had received bullying comments online and 8% had gone to a meeting with someone first met online (Livingstone & Bober 2005).

### **Migration from analogue to digital**

The national digitalization project started in 2004 under the auspices of the Communication and Multimedia Commission was an ambitious undertaking to unify Malaysian broadcasters under one umbrella system. The project when fully implemented in 2015 will boast the successful transition of broadcasting in Malaysia from analogue to digital format. At the same time broadcasters the world over were conferencing to decide on formats, only to delay decisions over new innovative propositions evolving all too frequently. In the best interest of the industry and audience, the project adopted the DTTV or digital terrestrial television for its

free-to-air stations. While policy makers were delving with issues of completing the digitalization project, other issues urgently needed the attention of all broadcasters.

Broadcasters are facing issues related to audience's shift in viewing patterns, their focus on social media generated content and social media users were now on the web creating and broadcasting content, taking over the role of mainstream broadcasting. Besides, the vast majority of broadcast audiences now enjoy free programs from FTA broadcasting and free social media programs. It may be digital and superior quality but it will be a tall order to expect them to pay for a set top box, when the public were used to receiving broadcast content free.

### **Categorization of Social Media Issues**

Social media issues identified by users (college students, audience) from five universities and social media issues identified by three broadcasters in the Klang Valley have been tabulated below. Almost sixty different issues emanated from the survey among students. These have been collapsed to provide comprehensible succinct meaning and categorized using the strategic business analysis model 'PESTEL' (<http://pestel-analysis.com/>).

**Table 1: Categorization of Social Media Issues faced by Users.**

<b>Categories</b>	<b>Issues</b>
Political	Social media is often being labelled as anti social and anti government, which is not always true. Hence its content is also often viewed with caution. As mainstream broadcasting offers limited air time for social media views, their contents find their way into webcasting and podcasting stations. Alternatively users' are made to feel welcome and audience feel connected in terms of what they care about.
Economy	Some websites require audience to pay to view; some broadcasters require you to down load specific software and register to watch their live streaming. Users rather prefer free download and usage.
Social	Opinionated culture is driving social media. The thought that, anyone can say what they think is a very troublesome one. When we say or do before we think, a misquotation or an accidental action or misinterpretation can cause social issues within social media. E.g. A person reacting to an article of a political leader's demise; He/she would be held accountable for his/her actions during an emotional release later on and more often than not, he/she would receive backlash from other social media commentators.  Broadcasters treat audience unintelligently. Broadcasters do not respond to audiences' feedback in a supportive. At times being in a hurry; disinterested in a sustained relationship with audience.



Are the contents the same as viewed on real time TV? There is no variety; hard to find video content, little content and insufficient videos; the “contacts” information cannot be reached for enquiries (e.g. office line).

Parents are opposed to teenagers spending time on social media when collage work needs to be done.

#### Technology

Users are only limited by the technology at their disposal. not everyone has the ability to access the Internet. The younger ones are used to the “free” and easy downloads. Cost is compounded by rural locations and lack of technology. Users not being able to access the Internet render them not being able to experience the social media world fully.

Interactivity of social media is somewhat complex and new to most young users. This brings out the problem of adaptation to new technology. Users find it tough to adjust to new features of social media. This causes confusion and users would then need to “troubleshoot” their problems in the respective HELP sections of social media.

It is not always user friendly; there is difficulty in connecting to website, sometimes they do work properly, sometimes do not work at all; Often encounter network problems; poor connection; TV streaming is available but radio streaming is unavailable; There are limited links; one channel in the station broadcast is clear while the other is not as clear when streaming. Some of the visuals in the website are pixelated.

#### Environment

As the information from social media reaches far and wide, with views and readers being from all walks of life, users who are opinionated have to be careful as to what they say on the Internet, as information sometimes can be misinterpreted (based on perception, cultural differences and exposure).

#### Legal

When users who associate themselves closely to their social media identity, the two become one of the same: causing his/her privacy to be in jeopardy, as the whole world would be observing their daily routines. (habits, likes, dislikes and so on).

Ethical aspects of user-generated content are complicated issues facing social media users. In terms of the effect on users and the intention of the creator of information are questionable. Users can be lead to believe that information that is falsified is true. It boils down to the credibility of issue.

Social media users are distinctly individual in their behaviour. So when ethics is concerned, one may differ from the other in what is ethically correct. Does the end, justify the means? “Toe-stepping”

is most common in this area. Some find this to be unethical but others do that all the time.

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The Deputy Director General of Broadcasting (Strategic) has gone on to say that his biggest concern is scamming, which leads to the misuse and misinterpretation of information that is being broadcast to the public both by the mainstream media and the social media users.

**Table 2: Categorization of Social Media Issues faced by Broadcasters.**

<b>Categories</b>	<b>Issues</b>
Political	Broadcast stations in Malaysia are mediated by the government and are closely associated with political parties who commonly have similar views. The views of social media users are more often than not make up the “outsider” perspective. Broadcasters are left with the daunting obligation to ensure the information they disseminate isn’t bias, that they are politically neutral, which is of course a tall order.
Economy	Advertisement revenue in the broadcast channels are dipping siphoned by social media instead. Liberal adverts tend to move to less orthodox medium carrying the effects of materialism. Audience tend to be attracted to “liberalism” as they attempt to keep up with trends to feel good about themselves. Broadcasters want to keep up with the audience’s preference and at the same time arrest the slide in their bottom line.  Broadcasters’ business opportunities are being challenged by web 2.0 new media portals, opening doors to very large volumes of very cheap user created content. Such content may be questionable, but audience are not very concerned. Broadcasters’ concern is the same information reaches the station as second hand.
Social	Different users as contributors have different social agendas when they upload materials for public consumption or want to share through mainstream broadcasting channels. Broadcasters find it troublesome to filter the deluge of audience generated content with hidden agendas as information especially when information has been tampered with by individuals with intentions only known to the originators. Such content as worthy of broadcast will be difficult to verify.  Youngsters rule the social media space; broadcasters have to find ways and means to stay current and trendy to be constantly appealing to them. While broadcasters’ concerns for programming

are aligned to meet several stakeholders' vision and their own primary goals which do not necessarily satisfy youngsters' programming needs all the time. At best, youngsters can be engaged in forums and focus groups to understand them better.

The bare necessities of social interaction are at risk due to social media. Broadcasters have to find the line between too much and too little information, as people tend to no longer interact physically. They'd simulate meeting and embracing friends in cyber space.

#### Technology

Broadcasters and social media users use the internet as conduit that come under the purview of telecommunication and ISP to channel information. The internet itself has its own technical limitations.

Broadcasters endeavour to reach a wide audience through the advancement of digitalization, broadband and the installation of necessary support technologies to run applications on both ends of the broadcasters and the receivers. These technologies have numerous implications from cost to resources for both broadcasters and audience, which will remain as obstacles for sometime.

Intelligent technologies at their best are being used to meet the needs of audience. These devices interpret and respond to the psychographics of audiences in their unique ways real time. And decision makers make long term plans later.

#### Environment

The social media space is easily compared to the open wilderness. Anything in the name of information and news is being pushed to broadcasters. To accept or to reject contributions from social media users as netizen is still an issue at least from the perspective of professionalism. Therefore information disseminated has still to be verified because it reaches wide ranging audience who place their faith in broadcasters.

Broadcasters have to ensure that their audience are not receiving scam laced with viruses from hackers. Due to the open and freely accessible nature of the Internet, viruses can spread fast and their containment can be very troublesome for broadcasters. Hackers use fascinating content to excite individuals to click on links posted through broadcasters to divert audience for malicious purposes.

Young audience immersed in the technological environment bring about an addiction to the electronic gadgets they use. Broadcasters who use social media as a dissemination channel cause health related effects on audience such as, eyesore, physical and mental fatigue, nausea for prolonged and inappropriate usage.

User-generated content are overwhelming newsrooms and the editing suites. Broadcasters have to manage this deluge of “more of the same” content appropriately, to overcome adverse publicity and competition from social media practitioners who can publish their content on independent sites.

## Legal

Broadcasters conform to media laws and professionally set norms and practices. While social media users are free to interact in very diverse and independent ways. It is difficult and non compatible to the field of broadcasting to make specific adjustments to cater to compliance of the law.

The complexity of verifying the reliability and authenticity of user generated content at times burdens broadcasters more than the need to use such materials. Sources and their content require to be trustworthy and credible. Broadcasters do not want to be embroiled in legal issues with ownership claims or the regulators.

Plagiarism and copyright issues loom high on broadcasters’ responsibility to check and abide by the relevant laws. Duplicating, illegal playback and retransmission are also infringements the broadcaster has to contend with. Illegal downloading runs rampant among broadcasters. Unknown and naive infringements cost broadcasters, the film industry and music companies’ huge loss of revenue.

Broadcasting or relaying third party information without valid consent from users via radio, TV and online at times borders on the infringement of privacy. Such information is deemed personal and leads to an invasion of privacy of the audience. An example would be the publishing of personal facts such as health issues, personal relationship status, financial affairs and sexual activities.

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## DISCUSSION

Neuman cited in Croteau and Hoynes (2003, pg. 322) argues that new media will shrink geographic distance; increase the volume of communication; increase the speed of communication; increase engagement and interactivity; allow forms of communication that were previously separate, to overlap and interconnect.

Discussions and responses under the following subheadings are based on the issues raised in this chapter.

### **Importance of Social Media to broadcasting**

The latest to go mobile broadcasting in Malaysia on a trial basis on the 11<sup>th</sup> April 2012 was the government broadcaster. It was reported that more than a thousand audiences immediately accessed the broadcast real time through social media. Those who had seen the contents contacted the station with their comments wanting to know more.

“... a growing majority of the Asian population are moving towards social media, accordingly broadcasters will need to adapt and respond in order to remain relevant and viable in the future” (Kwak 2011, pg.16).

What is happening now is broadcasters are actively aligning themselves to the current media scenario, putting tremendous effort into strategies that will result in bigger audience share that will sustain their continued relevance in service. Broadcasters are prioritising their strategic goals in line with possible social media activities. They are targeting fan clubs and facebook followers to drive audience to surf broadcasters' web. It's a global push to reach a wider audience. At the same time tax payers are questioning the public broadcaster's initiatives of becoming a global broadcaster with the prospects of a huge operations bill especially being a government mouth piece.

Indeed broadcasters are moving from the world of mere broadcasting to a broader “catch” of their audience for better visibility, literally evolving into a “catch up TV”. That is, broadcasters are casting their net wider to include and engage social media users as new audience at the local, regional and international levels.

The deluge of social media content made available to mainstream media has raised the need to include more “outsider information”. The mounting competition level to produce differentiated content and the burden of disseminate information quickly and the urgent need to reach the most remote corners of the country before the public get them on their social media, are pressing factors why broadcasting is courting social media users more now than before.

It is hard to ignore the contributions of users, be it ‘professionally created’ or just mediocre and trivial, user generated content credibility is on the rise. Their voluminous output is overwhelming with unusual perspectives to the extent it is at times simpler to adopt the services of social media users. The adoption of user generated content may simplify the qualitative decision making process among broadcasters, often creating risky and conflicting situations internally. Owing to the ubiquitous presence of social media hyped information, key decision makers and politicians who normally rely on mainstream media, now respond to public opinion rather than engaging in proper consultation.

Social media also means a gigantic address book of people who meet people in the cyber space such as in the Facebook and Twitter. When broadcasters use this space correctly it becomes an extremely effective new platform for audience reach and effective engagement with wider and new audiences. For the public broadcaster, its role as the government's priority channel to disseminate information is further enhanced. For the commercial channels their goal is simply to reach more and specific audience. With unique features to track social media users, broadcasters now have an alternative means of gathering data about their viewership and listenership rather than depending on commercial rating agencies.

Embedded in web broadcasting are intelligent technologies that present more immediate data from time to time via audience response tracking.

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