

Credibility Perceptions of Online Political News Among Bangladeshi Millennials Residing in the Capital

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ABSTRACT

With the expansion of political technology, newsrooms are now escaping borders by introducing cloud-based news broadcasting platforms right to people's fingertips, and concerns regarding the legitimacy of these internet political news sources are simultaneously emerging. Since the millennials had the opportunity to get the essence of both the mainstream and the digital media outlets, the primary objective of this study is to investigate and examine the perceptions of Bangladeshi millennials regarding the credibility of digital political news coverage and the content they convey. A structured questionnaire survey been used for this study as primary data sources. The study found that, although the mainstream dynamic political news media outlets have wider-spread popularity, the millennials of Bangladesh find that the newly emerged online mediums are more credible for receiving political news.

KEYWORDS

Bangladesh, Credibility, Media, Millennials, Online Political News

INTRODUCTION

In recent times, the media is often considered "Politically Corrupted". Politics and media correlate with influential factors within. Political content produced by the media results from several elements that contribute to its creation, including customer desires, organizational factors, extra-organizational factors, and social processes. Mass media have always been an indispensable form of communication (Coronel 2008 & Ahmmed, 2014). As watchdogs for the public, the media play a critical role in the battle against corruption. The news media has a 200-year history of serving as a watchdog (Coronel, 2008). Media can potentially spread public awareness and anti-corruption means (Boswell & Rose-Ackerman, 1996). With the development of cloud-based broadcasting systems, media outlets have become borderless. As per to a report by the newspaper association of Americans (NAA, 2006),

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almost one-fourth (24%) of Americans consider “the Internet” as the primary medium for acquiring political ideas and news, although 44% do so at least weekly (Perrin, 2015). The government of Bangladesh introduced digitization facilities in all sectors along with the launching event of the Internet, brandishing the media sector with multi-dimensional aspects. As time passed, the thirst to forge a digital platform for Bangladesh became obligatory as the world is moving fast towards technological advancement and digitization. The government of Bangladesh has been initiating numerous projects which would provide more successive headway towards digitization; with an equal pace, newsrooms are also started expanding and blooming digitally. There are currently over 2000 regional and national online news outlets in addition to over 2000 terrestrial television channels and 3025 newspapers (Karim, 2021). Social media sites, particularly Facebook, have evolved into a secondary source for information collecting and dissemination. In accordance with the National Online Mass Media Policy, the Ministry of Information and Broadcasting has so far approved 85 online news portals and the online news editions of 92 established newspapers in the country. According to data acquired from the Department of Films and Publications, there are over 700 registered newspapers in the country (Bangladesh Forms and Publications Office, 2022). In addition to publicly funded television and radio, the government has authorized the broadcast of 45 additional commercial television channels, 27 FM radio stations, and 31 community radio stations. According to the latest available statistics, 31 television networks, 22 FM stations, and 17 community radio stations are actively broadcasting, with the remaining stations in various stages of preparation for their launch (Karim, 2021).

Though the media provides a wide range of credible sources and guarantees audience feedback. Yet, there is room for debate over the authenticity of the news that is being served to the mass. Fake news is becoming a reality in Bangladesh that must be handled and confronted. To address the alarming effects of false news, the Bangladesh government passed the Digital Security Act and the Broadcast Policy (Karim, 2021). Digital media has recently infiltrated the lives of mass people and paved the way for conducting two-way communication through active participation. Even digital media has been determining the future of political affairs through strong participation and increased regulating authority.

There is a trend among young people to use the Web as a source of news, resulting in decreased attention in conventional publicizing. According to the BTRC, the total number of mobile phone subscribers reached 171,854 million as of January 2021. According to a recent government survey, almost 97% of Bangladesh’s netizens access the network via mobile devices. The BTRC estimates that 103,191 million individuals have mobile Internet connectivity. The quick dissemination of news and multimodal content, in contrast to the sluggish speed of traditional media channels, has increased the popularity of online media. In such circumstances, traditional media have been obliged to embrace new technology to protect their image in today’s quickly changing information world. Several editorial boards used computer technology in the late 1980s and early 1990s. All significant newspapers established web editions for Internet users in the late 1990s and early 2000. The majority of national daily publications are now available in electronic format. Even hyper-local internet news sites directly provide multimedia material for various digital platforms (Khan & Shnaider, 2021).

In the sphere of journalism, tech and innovation have precise use. From gathering information to processing, editing, and disseminating it, the use of the internet, online, and mobile technologies enable everything. Innovative technology has constantly affected and occasionally brought adjustments to the style of composition and trends of news reporting. According to (Haq, 2011), technology has always impacted journalism. A deterministic viewpoint may place greater emphasis on technology, such as platforms and gadgets, than on the customer experience or the need to provide high-quality content corresponding to journalistic standards. The reality is that the focus should be on how individuals regularly receive, spread, and interact with media. The country has experienced a massive surge in Internet usage in recent years. As the number of web users in this country continues to expand, people’s fascination with visualization and interactivity grows. So, this paper aims to discern – the credibility of online political news to the millennials of Bangladesh as it prevails with great importance and holds

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