

SCRUTINY OF SOCIAL MEDIA CONTENT AND MEDIA CONTENT

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ABSTRACT *social media has emerged as the primary sources of news for lots of people. The volume of information shared on social media every day is so large that it has become difficult to keep track of. The most well-known social media platforms is Twitter. People follow a variety of media outlets, celebrities as well as their social media friends, so that they are informed on the latest happenings surrounding them. Because the dialect and style of writing vary between regions and vice versa, the aim of this study is to find current topics that are popular with the Egyptian Twitter user. This way the user will be able to see the most talked about topics by those he follows. To determine the most effective method for to achieve our goal we look at the document pivot as well as the approach of the feature pivot.*

Keywords: social media, Twitter, Text Mining, News mining.

I. INTRODUCTION

Today it is all transmission and conversion of information is frequently occurring through text. Text on the Web is also increasing every day. Texts are the most widely used method for the standardized communication of information. Text is composed of words that are split into words which are then divided into characters. Web has a wealth of data on topics such as individuals, organizations, and products.

The use of computers to facilitate communication through recorded messaging has become commonplace. This type of automated conversation is evident in point-to point or multicast messages on the internet, using text such as chat servers' forums for discussion as well as messaging and email services, online search and newsgroups, distance learning and IRC. These services continuously produce large amounts of text-based data, which provides opportunities for stimulating research in mining these kinds of data.

Instant Messenger is one kind of a popular internet-based communication tool that allows users to stay in contact with his or their contacts at home as well as at work. The common use of IM is a resemblance to face-to-face conversations, which is made possible through real-time exchange of multimedia or text messages between geographically separated users on the internet.

There is a huge amount of information and data shared through social networks at any moment. Communication and interaction in social broadcasting constantly reflect actual events and changes as the base of users on social networks expands

and becomes more active in producing videos based on real-world events almost all the time.

Micro blogging and social networking tools such as WhatsApp, Facebook and Twitter are recognized for the massive amount of information published every second by their users. News articles such as Reuters and Bloomberg provide thousands of articles every day covering a wide range of subjects. The explosion of information demands new methods and tools to handle this volume of information, as a single person cannot be able to read all of the information available.

If a person receives more than a thousand electronic news mailers every day. The volume of information growing exponentially, and it becomes increasingly difficult to distinguish what's important in the vast text information. It is impossible to read the entire text, but many would like to see the major subjects. This text can lead to duplicated information that is redundant and not reliable. To improve the quality and precision of data, it is a need to obtain superiority in the information obtained from text. Text mining is a method of organizing input and creating a pattern. Text analysis attempts to discover essential information from text in natural language.

II. TEXT MINING

With the increasing use on the Internet along with social networking, the volume of data that is available has grown exponentially. Since the majority of this data is written in natural language and therefore, it is necessary for efficient methods to study text that allow the extraction of useful data. This technique is known as "Text Mining"

Text mining is search of previously undiscovered information by computer, automating the extraction of information from disparate written sources. Text mining techniques are the most powerful and efficient tools to improve the efficiency of search, association, and summarization of an enormous corpus of documents. With increasing amounts of texts appearing across the Internet and in other places, text mining has become increasing in its importance. Text clustering and classification are two of the most important tasks popular the ground of text mining. Text mining involves the study of the text identification through the extraction of key words and concepts. It could be beneficial to broad areas like web mining as well as resume and medical filtration. Data mining is intended to move planned data out of databases. However, text mining can work using non-structured (or) semi-structured sets of data like email, text documents, and HTML file. The process of looking at text in order to find details that are valuable to get a precise resolution. Text is an unstructured piece of text and is difficult to process. To be able to use it, text mining is the following step in the data mining. With the increasing number of digital documents and huge databases of text the use of text mining will be increasingly significant.

Text mining is hugely beneficial in locating relevant and desired text information from non-structured data sources. Text mining uses unstructured documents for input. That is, documents that are difficult to discern as to their significance. There are a few firms working on earning claims to mine text. Due to the inherent difficulties when working with text as well as the various languages involved, it's difficult to come up with a universal solution or an application. The exploration field is currently "too young" to deal with all aspects of natural language and text processing and linking information with each other. Text analytics presents a variety of the linguistic, statistical, and machine learning techniques that model and structure the content of textual sources. Analysis is a method of discriminating subjective content and identifying various forms of attitudinal information such as mood, opinion and emotion.

TEXT ANALYSIS PROCESSES

- The process of identifying or recovering information of a corpus is a first step in identifying or gathering the arrangement of textual material online, whether online on Web or inside a database or content corpus management system to be analyzed.
- Though some text analysis frameworks use advanced statistical methods, many employ more general natural language processing techniques, for instance, speech taggers, syntactic, and many other types of analysis of language.
- Named entity recognition refers to the use of gazetteers, or statistical methods to detect names in text, such as people and organizations, places names Stock ticker symbols as well as abbreviations that are specific to certain words.
- A disambiguation of the use of logic-based hints could be necessary to determine which, for instance "Ford" can refer to an ex- U.S. president, an automobile manufacturer, a film actor, a bridge over a river, or any other type of substance.
- Recognition of Pattern-Identified entities: For instance, phone numbers, email addresses, and even amounts (with units) are recognized using regular expressions or other patterns.
- Coreference The identification of noun terms and terms that relate with respect to the same object.
- Relationship, fact or event Extraction identifying of connections between elements and other data contained in the content.
- Sentiment analysis involves the observation of subjective (rather than real) information and separating different kinds of attitudinal data including opinion, sentiment or mood. Text investigation techniques are helpful for

analyzing sentiment at the concept, entity or topical level, and in identifying the opinion holder and opinions of the opinion object.

- Quantitative analysis of text is a collection of methods that are derived from sociologies in which either an individual judge or computer determines grammatical or semantic connections between words with a particular objective to determine the meaning or the stylistic characteristics of, typically an informal personal text with the intention of psychological profiling for instance.

III. Evolution of Electronic Media

After the revolution in print media, and the introduction of electronic media, we saw the world to a new sensation to the system of communication. Electronic media could offer many more features than traditional print media had to provide. Print media was able to only transmit information through newspapers, books or magazines, and publish only images. Furthermore, the information transmitted through printed media was not accessible. Digital media however permits the transmission of information via audio images, and occasionally broadcasts on radio. Listeners can tune into the news on radio and watch films that are documentary or documentaries, as well as other documentaries. On TVs and in cinemas. Electronic media has provided new ways to entertain and inform.

Audio Media

The radio was first mass medium which was accepted by corporations, politicians as well as advertisers. They quickly saw the potential. Radio was able to allow millions of people across the world to receive the identical audio messages. Although technological advances are happening, but radio remains an extremely popular medium that is widely used by millions of people across the globe as well as other forms of mass consumption for consumption of news, information or entertainment.⁵⁵As we've discussed in this article, Edison developed phonograph in 1877. It was a major advancement in the field of audio media as well as an important mass media. When World War I ended, two million players were manufactured and sold annually by more than 200 companies. Record sales also rose from 23 million in 1914 to over 107 million by 1919. In 1919, Marconi created the wireless radio telegraph, that made use of radio waves to send messages using Morse Code by use of short and long radio waves. The first practical radio application and was an important milestone in the development of its development.⁵⁶ In 1915, the technology to transmit and receive audio and music was developed. Radio stations were created to make radio be a viable medium to distribute information to radio users, instead of being confined to an ordinary phone that had a wireless. In the 1920s, radio became increasingly popular due to the expansion in radio station, the homes fitted with receivers for radio, different ways to finance radio, and the variety of programming radio had. In the US particularly the number of legal licensed radio stations grew between 1922 and 1922, increasing up to 618 stations by the end of

1930. Broadcasting networks gained popularity when companies like National Broadcasting Corporation, Columbia Broadcasting System, Mutual Broadcasting Network and American Broadcasting Company joined and were able to compete, increasing size of their station's networks. Between 1930 and 1940, radio was the main channel for electronic media to world-class, high-quality sports and news across the nation and the expansion of urban areas. It was a time when there was a Golden Age for radio. The number of houses equipped with radios, along with fervor of advertising and the wide variety of programming that was broadcast increased rapidly.

Internet

Internet has revolutionized the ways of communication in the present. It's the base of the many popular social media platforms we are seeing now. The media picture isn't complete if the history of the internet is not acknowledged. It has surpassed other types that are used in the field of quality and speed, as in terms of authenticity. Although each type of media has had its own unique period of decline and growing times however, it has established its own place and is predicted to last longer than other media. The well-known and well-respected by its title as "Information Superhighway" internet can discuss anything that beyond or is accessible to. Websites are accessible through "hyperlink." "hyperlink" that immediately connects users to the specific document or subject. They are also classified as hypertext documents. They are documents that include hypertext in which websites and articles, as well as other content from all over globe are linked to each other document. The process of switching between different topics inside the exact same document may result in several sites in just few seconds and without having to leave the document. The internet has become "web". The vast amount of information available via the superhighway can be quickly and easily accessible through browsers, software which provide a catalog of subjects available on the internet, without having users search for the web for technical sites or addresses.⁶³The major changes that took to the way the internet is utilized by users across the world can be summarized in the following way:

Twenty years from now It took only four years for majority of inhabitants of the US to connect to the internet following only one or two in 1991. In 1993 the amount of people connected to the internet was growing by about 3 months. As of the end of 2007 as per the Internet World Stats, the total number of users in the world was approximately 1.3 billion. The internet's power has led to a need for some sort of oversight however, the speedy growth rate makes it difficult.⁶⁵ There is a consensus that the internet can enable speech to be cheaper and less subject to restrictions, as well as censorship-free and free of censorship, it also permits users to choose which opinions they consider to be in accordance to their beliefs, and to block arguments against their beliefs with filtering technology. It is now possible for users to use media outlets and not have to deal with opposing viewpoints.

IV. social media and the evolution of media

The concept of "social media" was not widespread until the concept was made public. Today, majority the world's population is some form of it in one way or in another. The phrase "social media" is primarily referring to mobile phones, web-based tools and applications that allow users to exchange information with other users. It includes popular social network websites such as Facebook, Twitter etc. and bookmarking websites like Reddit. This term is used to describe forums, blogs and other elements on internet that lets users interact and with others, typically in form of discussions about blogs' content or news articles. It's a type of electronic messaging (such like microblogging, social networks or even microblogging) by which users form communities on internet that allow users to exchange thoughts and personal messages, as well as information as well as other media, like photos, videos, etc.⁶⁸ According Michelle Chmielewski who is who is one of the founding members of Synthesis the company that has an extensive international group of experts in social media social media isn't about what any one of us does or says, but about the things we can accomplish and how we communicate across the globe and connect with each other in any moment, via any media that is digital. Although many people use social media to express their opinions, others utilize it to stay in touch with family members and others use it to relax or for use it for leisure reasons. This is the kind impact that it has that make it hard to imagine an existence with no social media. Additionally, laptops and computers that were the most frequently used devices for accessing social media during the previous calendar year "Fourth screens" technology such as smartphones, tablets and many more. It has transformed social media as well as how we interact with one our friends completely. The technology that was once a fundamental component of our desks can now be placed on our desks and allow us to use functions that were once restricted to multiple devices regardless of the location, we're in. Now, it is possible for users to not be glued to their televisions during the day. They can use social media on smartphones to receive not only the latest news about happenings around the globe, but also remain connected with others who are not at their home. The evolution of social media could be divided into two distinct parts which are extended time phase and then the post internet. The advent of the internet did not create a whole new realm that was social media. Prior to the internet, advances were slow, and social media came into existence during the advent of technology like internet and later introduced into daily use.

Major platforms for social media

As we've already mentioned that the field of social media has witnessed the expansion of a variety of platforms over the past few years. New platforms are coming online with brand new features, and they're specifically targeted towards certain types of users with preferences. It's not only about the purpose of communicating that's being achieved via social media. For users of all ages this

is a way to express themselves using pictures, words, or videos. For companies, they're promoting their products and discovering new ways to penetrate the market. The most reputable site for statistics "Statista" declares that in 2019, there are going to be 258.27 million people using social media platforms in India which is an increase over the 168 million who were users in 2016. The most well-known platform for sharing information on social networks in India include Facebook and YouTube that are utilized by messaging apps like WhatsApp. The top social media platforms which have the highest number of users around the world are listed below.

Facebook

Facebook is a well-known social media and an online business that has the headquarters located in California. The company was established in 2004 and was led from Mark Zuckerberg who is also the CEO and Chairman of the business. The company had over 2 billion active monthly users at the time of June 2017. The users can search for users who are well-known or not around the world upload videos and photos, send messages, talk about recent issues, or make pages to celebrate special events and promotions for the products of businesses and groups, create discussions forums, play games using software for example. Since Facebook offers each user an account, each user can post images and videos, along with actions like likes, friends' personal photos, and much more, to their personal profile. They can then be seen and shared with other users with similar profiles. Businesses rely on Facebook to market their products through advertisements that are placed on the user profiles. Because of its immense popularity the site is frequently slammed with privacy concerns of its users. However, it has managed to maintain its status through regular inspections. Furthermore, several instances of fake news and hateful content have been reported and were addressed through Facebook continues to investigate ways to minimize. In the beginning, Facebook was available only to Harvard students and was accessible via personal computers. But since the app's popularity was growing, it became accessible to all users, as well as for laptops, smartphones, and tablets. Nearly every media organization and news outlet, and every politician as a news channel, has one on Facebook. They update the latest news on their Facebook pages. Each has many users who share news stories in event that they become available, meaning that news is accessible continuously. Due to the wide range of news coverage and number of people Facebook has been receiving, the platform has recently announced plans to introduce news sections inside video streaming platform, which will contain news that is breaking. In a study carried out by Pew Research Center, it was found that in August, nearly 2/3 (67 percentage) of Americans claim to get at least some news via social media. According to information from page75. According to page75, by 2020 it is predicted that the amount of Facebook users, based on the information from the page75 India is expected to

grow to 262 million, which is an increase from 194.11 million in 2017. This data suggests that all over the world, social media is rapidly growing and is becoming one of the most-loved platforms, not only to entertain or keep in touch to family members however, it also provides access to information that is up-to-date due to the sheer users using the platform is increasing by an immense amount.

WhatsApp

More than one billion users across 180 countries use WhatsApp to stay in touch with their loved ones and family anytime of the day. WhatsApp offers basic features such as calling and messaging, as well as advanced features such as sharing images and videos Text documents, PDFs and PDFs as well as forming groups to discuss certain topics. WhatsApp was established in 2009 in of 2009, by Jan Khoum and Brian Acton in 2009, prior to when Facebook purchased the company in 2014. It's a distinct application that is totally separate from Facebook and aims to improve its own speed and reliability. its service, which allows users to connect across the globe. It's designed to be used by smartphones. However, it can also be used on computers, but it's not in huge numbers. In the most recent version, WhatsApp introduced encryption of messages and calls. This means that no other third party like WhatsApp could read messages. The update is accessible to all users who wish to communicate with their app from anyplace on the world, without barriers. The update was made available in September of 2017 and is an is a business platform that allows companies to provide services to users on a vast and inconceivable scale. It's also a popular platform in India as a whole. WhatsApp has been able to reach the number of 70 million users each month across India as of 2014. The number rose to 200+ in February 2017.

Twitter

Twitter is a global social network and news site founded by Jack Dorsey in 2006. Users of Twitter can interact with one other by "tweeting" via the Twitter page that is mostly made up of posts and messages. Twitter's tweets were initially limited to 140 characters, but by November 2017, Twitter's total number of characters increased to more than 280. Registered users can read and comment on tweets they create, but non-registered users have only access to tweets posted by other people. In 2012, there were more than 100 million people used Twitter every day 340 million times. In 2016, that number had risen to 319 million active monthly users. Nowadays, politicians and celebrities are also using Twitter to "tweet" most recent information of their camps, but in a concise way. It can additionally get "retweeted" by people who follow their own news, making it more popular. In the same way, hashtags can be an excellent way to find specific discussions, and discussions that are most well-liked that have a connection to. In addition, because tweets' characters are limited to 140 characters, but they've now risen to 280 and more than 280 characters, it's easy to navigate through the thousands of news articles that are posted simultaneously

on the website with the ability to shift attention from one topic in one area to another. The study was conducted at Pew Research Centre⁷⁷ focused on analyzing way that information and news behaviors relate to using Twitter and Facebook in America. It was found that the increase in people who use social media platforms to get news via Facebook or Twitter is evident across all segments of people. Another important conclusion was that in relation to information and news about politics and government, Facebook users are more likely to share news and react to news updates, whereas Twitter users tend to be more likely to follow news outlets. The use on Twitter is also increasing for those with a younger age (55 percent to 67 percent) and for those older than 35 (47 percentage to 59 per cent). In the case of Facebook news, the consumption of news has increased for both males and women (44 percentage to 61 percent) both females and males (49 percent to 65 per cent).

YouTube

YouTube is an American video-sharing site that was launched on May 5th, 2005, with assistance of Steve Chen, Chad Hurley and Jawed Karim. It's operated by Google since the beginning. It lets users upload, watch, and rate their own videos as well as add favorites, share videos, as well as make comments and report on the videos, and communicate and interact with others. It provides a broad selection of user-generated and corporate videos. Most of the content is songs, film trailers for TV shows and movies and documentary shorts, live streams as well as audio recordings like other. While majority of YouTube users can upload videos that have the maximum length of 15 minutes, those who adhere to rules set by members of the website are able to upload videos with a duration of up to 12 hours, or live streams. Both large production companies and individuals have benefited from YouTube to increase their audience. In July 2015, there were more than 400 hours of video content were uploaded to YouTube every minute. As per YouTube CEO Susan Wojcicki, more than 1 billion hours of content was seen on YouTube every day during March 2017. Since YouTube is gaining popularity among users of all ages, they are now creating new news videos and uploading them onto YouTube. They also upload news-related videos created by journalists. News media outlets are also using citizen-generated content and incorporating it into their news coverage. Viewers or users are attracted to information from professional sources as well as those from citizens. It was also found that the most popular news clips in YouTube tend to focus on the effects of natural disasters as well as political instability, usually with vivid pictures. Another significant observation was that news events are greater volatility than other forms of information. At any time, news events may exceed those that are top-rated entertainment films. People are intrigued and are eager to see amazing pictures of tsunamis, earthquakes hurricanes, and other natural disasters. In addition, they have ability to view powerful political speeches that discuss national issues, in addition to other topics. YouTube is an

excellent alternative for people who are not required to stand on couch all day to search for information or speeches however, they can browse YouTube's YouTube application to find what they consider to be relevant or popular. The most popular videos are already on YouTube's YouTube homepage. Additionally, it was discovered that, unlike traditional news broadcasts, the lengths of the most watched news videos on YouTube differed greatly.⁸¹ The extensive use of YouTube for news-related videos can be seen in the amount of people who watched some of the most watched news clips on YouTube during the week leading up to the tsunami that struck Japan in 2011, which was estimated to be at 96. The news media across all over world reported in depth about what transpired following tsunami as well as tsunami majority of people logged on to YouTube to watch videos which were "viral" videos that were created by first-hand survivors of the tsunami themselves.

Instagram

Instagram is an app that is available on smartphones, desktops and computers. It is a photo sharing website which lets users share pictures and videos privately or publicly to their followers who have been approved and to all users across the globe. It was founded by Kevin Systrom and Mike Krieger in 2010 and is managed by Facebook since its inception. Instagram users are also able to apply various effects to their photos. They can also add hashtags along with locations, hashtags, and other information in their photos. This assists in linking the photos to posts of the same format. September of 2017 was the year of the launch of Instagram. Instagram has 800 million monthly active users across the globe. In United States itself, the most recent Instagram usage rate is 32%.⁸² However despite fact that it has seen up to 424% growth from year to year which is biggest increase of any platform, only 40 percent (or less) of newspaper users are using Instagram.

V. Effects of social media

The rise by social media platforms has transformed the way politicians communicate as well as how they interact with their constituents. Instead of searching for their representatives on an uncertain manner, they now use websites on social media to communicate with their voters. Additionally, due to the wide audience of social media provided to the masses it is necessary to manage the many perspectives and filters. The major ways that social media is affecting our society are listed below.

Social media exposes diversity

Social media can be a great way to show how diverse our community is. It brings the often ignored and unnoticed communities of society to be united on an environment that opinions of their constituents are heard. Based on Emran Milan. Milan has come up with an original description of social media's echo chamber where people who talk to hear are tuned into the thoughts of other people that are also in the same circumstances or situations. In addition, news

stories receive reactions, be it positive or negative in hours following it's been released. Social media exposes people to "actual variety and diversity of opinion." In research conducted at the end of 2014 by the Pew Research Center⁹³ located in the United States, research was done on the usage and patterns of usage for Facebook by news agencies and the way in which news is consumed from the public through social media platforms was investigated. The most significant findings from this study are three types.

(1) to answer, "How can social networking websites compare to news?" It was found that about two-thirds (or 64 percent) of U.S. adults use the Facebook and that majority of users read news feeds on Facebook. That means that 70% of people in the U.S. relied on Facebook to get information. Alongside Facebook, YouTube was used by 10% of adult users, and Twitter was utilized by 8 percent of those who needed information.

(2) To answer In response to the "How do users of social media take part on news?" It was found that about half of the social media users have shared news stories via videos or photos and nearly 46% have posted posts about the most recent news or events on social media websites. Alongside posting updates on social media sites, only few people are posting news stories, or posting pictures or videos from news-related events. Around 14 percent of users on social media posted images of their news stories on the social media platform and 13% uploaded videos.

(3) To answer the inquiry "How do users of social media find news?" It was discovered that, even with Facebook is a significant source of site referrals for numerous news organizations people who visited news websites via Facebook as well as search engines experienced a slower time and visited less pages than users who came directly on the site. So, those who visited sites that were specifically designed for news media spent more than three times the time than visitors who accessed it via Facebook and search engines. They additionally, they browsed five times the number of pages each month.

(4) to be able to answer, "What's your news feed the news experience on Facebook?" It was discovered that over 73% of people use Facebook to access entertainment news. In addition, there are 65percent of users who make use of Facebook to read information about their communities, as well as 57% of those who utilize Facebook for information about sports. This was also the case for 55% of users who could access information on the country political system, the news, and the government. Only 51% were able to access information about criminals on Facebook.

(5) To answer the question "How can social media affect the debate on current happenings?" It was found that social media don't necessarily facilitate discussion of the most urgent issues at hand. In addition, it was found that users of Facebook as well as users of Twitter were not as likely to express their

opinions in a wide range of social situations particularly when they believed that their users did not share with their views.

The challenges before social and electronic media

Media has certainly evolved from its humble beginnings as a print media. Every generation witnessed an entirely new form of media since the printing medium was replaced with digital media and later then followed by the social web. As the world became bigger and the world got bigger and more diverse, there was a demand for instant information on and who's not, the latest news and news about politics. The newspaper was published for the late-night and morning newscasts broadcast carried through Door Darshan to keep track of what was happening across the country and around the globe. In the present, this idea is absurd since we've become comfortable with 24-hour news channels and e-papers, as well as constant conversations and debates. Social media isn't just about making connections with friends or family members across the globe. Nowadays, it's an important source of news and information as well. With all its attractive attributes, however, social media has no shortage of shortcomings. The rapid growth in social networks is also accompanied by negatives such as identity theft fake profiles, establishing fake accounts, often with fake websites, or replicating official sites, as well in spreading inaccurate information or spreading rumors, without proof or proof of their authenticity and so on. In addition, many are suffering from issues with excessive use of social media. They are always in danger to be "notified", "tweeted", "commented", "tagged/hash or tagged" as well as "mentioned". The person's identity shifts from the person they are in the real world to the number of fans and followers within online social networks. Many people whom we meet are dependent on their phones, which results in no connection with the real world. It's not difficult to think that social media might have linked us with other people, we aren't aware or are identified in the virtual realm but we're not connected to our real-world counterparts. From a different angle the social media phenomenon has created a fierce competition between businesses and news organizations to be first to release the most recent information. Social media wouldn't be able to grow without the advent of the internet as a medium.

that was the first time that was could be broadcast. However, since social media has gained prominence and is now a major source of news, reports of different sources are accessible not only on news channels focused on the region through electronic media, but also on social media websites. Another benefit of social media is that each news item (video or report) or article report) comes with a comments section that is open to viewers and readers. The huge number of tweets and hashtags which accompany each news item method of presenting the story is thought to be highly efficient way of communicating. This makes news media pay more attention to their coverage of news and to provide more information in a shorter timeframe than their rivals. This is exactly the way

journalism's fundamental principles are ignored and news stories are altered to draw the attention of the public. Political parties work with news channels to present their image as positive, especially in the lead-up to elections. News channels participate in promoting political parties under the guise that they broadcast information. They may even go to the point that they make choices under the cover of news in lawsuits that are highly litigated which are pending before the Supreme Court even before the Supreme Court has decided the issue, which can create an atmosphere of uncertainty throughout the country about what will happen. In the case of online-based media there's a cost to create media companies either printed or electronic and the immense potential of making money and the huge potential to gain control over administration and political system to manage their own companies and industrial empires is an appealing draw for the wealthiest family members and even individuals as well as the business of the media industry that includes news organizations. The result is the formation of a quasi-monopoly in media. Due to the rise of multinational multimedia companies and the ever-growing the media environment, we're now faced with the possibility of an absolute monopoly for a handful of individuals regarding information and opinions. The chance of opinions and information being controlled and directed by those who are ignorant and misled to promote their own agendas has risen. The news media are childish and unprofessional when it comes to "my first" assertions, and in a state of discontent with their rival media in addition to because of their blatantness and inconsistency. They are also boring and sometimes unprofessional. There are some problems regarding the new media, but ultimately, it's an expression of the current state of affairs.

It is crucial to set up an effective method of proving the rights to express as well as speak on digital and social media. The books and publications contain explicit content that isn't appropriate for everyone. It is often noticed that women and children are exposed to sexually explicit content on television as well as on web sites. It is believed that laws are required to regulate the use of freedom of expression and speech. Countries such as the USA and the UK have a range of laws that govern almost all aspects of media. There are distinct institutions like the Press Council of India and Broadcasting Complaints Council and others in India that want to have internal control over the specific issues for which they've created. With these different aspects, it is possible to ask what kind of regulation which is is the most appropriate for media organizations and to what degree freedom of speech should be allowed to them.

CONCLUSION

In this paper analyzed social media factors and also Twitter's importance as a news media is evident. Nearly 9/10 Twitter users responded to the study saying they use Twitter for information. They also showed that nearly 85% topic topics are related to news. Social media

is not synonymous with news media currently. It is possible to create new media without being on social media, but it is not possible to be both social and new media. As social media platforms like Facebook and LinkedIn try to increase revenues by publishing, this trend is slowly changing. New media can be created when our content is visible, reachable, valuable and does not require interactivity or connections. Social media updates the public about the topics of interest to these audiences, which may give insight into their popularity. Unfortunately, filters can filter out noise and only capture content that is relevant to the news media. Social media is extremely difficult. Even after noise is eliminated it's possible that there is information overload. It can be difficult to prioritize.

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