

CHANGES IN PUBLIC INFORMATION CONSUMPTION PATTERNS IN THE DIGITAL ERA: A LITERATURE STUDY ON DIGITAL JOURNALISM

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Abstract

Changes in the pattern of public information consumption in the digital era have brought about major transformations in the field of journalism. With easier access to information through various digital platforms and social media, people increasingly rely on mobile devices to get news quickly and instantly. This requires traditional media to adapt to new business models that are more oriented to audience needs and utilize the potential of data analysis to optimize content distribution. Digital journalism has emerged in response to these changes, offering a more interactive and engaging way of presenting news through the use of multimedia. However, there is a major challenge in maintaining the integrity and credibility of the news amid the rapid flow of information that is sometimes unverified. In facing this challenge, it remains important for journalists and media institutions to uphold the principles of ethics and professionalism in news reporting. Thus, the digital era provides opportunities as well as challenges for the world of journalism, requiring various parties to continue to innovate and prioritize the quality and accuracy of information presented to the public. Digital literacy and continuous training are crucial so that journalists and the public can adapt to the changes that occur, and still have access to credible and trustworthy information.

Keywords: *Consumption Patterns, Public Information, Digital Age, Digital Journalism*

Introduction

The development of information and communication technology has undergone significant transformation in the last few decades. This development has brought revolutionary changes in various aspects of human life. Since the introduction of the internet in the late 20th century, this technology has continued to develop rapidly, facilitating faster and more efficient communication throughout the world. Digital technology has penetrated various fields, ranging from communication, education, health, to the entertainment industry.(Fahmy & Attia, 2020). With the internet, information can be accessed easily and quickly, which ultimately increases productivity and efficiency in various sectors. In addition, digital technology has also given birth to various innovations such as e-commerce, social media, and streaming services, which change the behavior and lifestyle of modern society.(Camaj et al., 2023).

On the other hand, the development of digital technology and the internet also brings new challenges. The emergence of cybersecurity issues, data privacy, and the spread of false information are critical issues that need to be addressed. The speed and ease of access to information via the internet means that everyone can become a producer of information, which sometimes has a negative impact on the quality and accuracy of the information available.(Jones et al., 2022). In addition, the increasing dependence on digital technology is affecting traditional social interactions and creating a digital divide between those who have access to technology and those who do not. Nevertheless, these developments continue to provide great opportunities for further innovation and improvement in the quality of life, provided that these challenges can be wisely addressed.(Møller, 2022).

One of the biggest evolutions has occurred in the way information is produced, distributed, and consumed by the public. The advent of the internet and digital technology has drastically changed the face of journalism, shifting traditional media such as print and broadcast newspapers towards digital platforms. Digital journalism

allows for faster dissemination of information, wider accessibility, and greater interactivity compared to conventional journalism methods.(Lesmana, 2024).

Digital journalism is a form of journalism that uses digital platforms and the internet to gather, produce, and disseminate news and information to audiences. Unlike traditional journalism that relies on print, radio, or television media, digital journalism uses internet technology to provide content in a variety of formats such as text, images, video, and interactive multimedia. This allows for faster and wider dissemination of information, and provides opportunities for active participation from the audience through comments and social media. Digital journalism is also often real-time, allowing news to be updated as events develop.(Tan & Cromptoets, 2022).

In this digital era, various devices such as smartphones, tablets, and computers have become the primary means for many people to obtain news and information. This is supported by the increasing popularity of social media, which serves as a source of fast news and is often the starting point for people to find more information. Platforms such as Facebook, Twitter, and Instagram not only allow for the rapid spread of information, but also create a space for two-way communication between journalists and audiences.(Gómez-Zará & Diakopoulos, 2020).

This change not only provides opportunities, but also presents challenges for the world of journalism. The speed of information requires journalists to always be ready to respond to the latest events quickly, sometimes sacrificing the depth of reporting and accuracy of information. In addition, with the rise of fake news (hoaxes) and misleading information, the public often has difficulty sorting out which information is valid and trustworthy.(Haiyan & Jichen, 2021).

The changing patterns of information consumption also affect media business models. In an effort to maintain economic sustainability, many digital media rely on online advertising and subscription models, while others struggle to find ways to deliver quality content without relying on paywalls.(Mavrouli & Fouska, 2022).

In this context, a literature study on digital journalism is important to understand how this transformation occurs, to what extent it impacts public information consumption, and how journalism can adapt to these changes. A comprehensive literature analysis will provide insight into the challenges and opportunities faced by digital journalism, as well as suggest ways to improve the quality and sustainability of journalism in the digital era.

Research methods

The study in this research uses the literature method. The literature research method, also known as library research, is a research approach that involves collecting and analyzing information from various written sources such as books, scientific journals, articles, reports, and other documents that are relevant to the topic being researched.(Alaslan, 2022);(Suyitno, 2021). The main purpose of this method is to identify, evaluate, and synthesize previous research results to gain a deeper understanding of a particular topic, find gaps in existing knowledge, and formulate more specific research questions. Literature research requires critical skills in evaluating the credibility and relevance of the sources used, as well as the ability to integrate diverse findings into a coherent framework that can support or challenge existing theories or hypotheses.(Adlini et al., 2022).

Results and Discussion

Changes in Public Information Consumption Patterns

Changes in public information consumption patterns are greatly influenced by technological developments, especially with the presence of the internet and digital devices such as smartphones and tablets. Previously, people relied on traditional media such as newspapers, radio, and television to get information. However, with easy internet access, people can now get news instantly from various sources around the world. Information can be accessed anytime and anywhere, making consumers no longer tied to a certain time and place to get news.(Eldridge, 2021).

Social media has become one of the main platforms for public information consumption. Sites like Facebook, Twitter, and Instagram serve not only as sources of information but also as tools for sharing news. This brings a paradigm shift, where people are not only consumers of information but also producers of information. The ability to share and comment instantly allows information to spread quickly, but also poses challenges regarding the validity and accuracy of the information shared, given the rise of hoax news.(Ling, 2020).

With the advent of the internet, the public has access to a variety of sources of information that were previously not widely available. This applies not only to mainstream news media, but also to blogs, podcasts, and other content platforms. This phenomenon gives users the freedom to choose sources that align with their interests or viewpoints, but it can also lead to information fragmentation where individuals are only exposed to viewpoints they agree with, reinforcing confirmation bias.(Naples, 2020).

Modern information consumers tend to be more interactive. They do not just passively receive information but also engage in discussions, comment, and participate in various forms of online interaction. This interactivity creates digital communities around certain issues, which can provide richer perspectives but again, requires users to have critical thinking skills in assessing the credibility of information.(Conboy, 2023). Many digital platforms use algorithms to tailor the news and information that appears to users based on their browsing habits and preferences. While this can increase the relevance of information, it can also narrow the spectrum of information consumed, creating a 'filter bubble' where users are not exposed to different perspectives. As a result, information consumption becomes more fragmented and less balanced.(O'Brien et al., 2020).

Overall, changes in public information consumption patterns create new challenges and opportunities. On the one hand, broader and faster access to information can enrich public knowledge and increase participation in the democratic process. On the other hand, challenges arise in the form of inaccurate and fragmented information, as well as the potential for increased social polarization. Therefore, there is a growing need for media and information literacy, which can equip people with the skills to critically assess and analyze information.

Impact on Journalism

Changes in public information consumption patterns have forced the journalism industry to adjust their business models. Traditional media such as print newspapers have seen declining advertising revenues and sales, so many have shifted to digital platforms. However, digital business models also face their own challenges, such as declining advertising revenues due to fierce competition from tech giants such as Google and Facebook. As a result, some media have adopted subscription or paywall models to secure new revenue sources.(Himma-Kadakas & Ojamets, 2022).

In the digital age, there is enormous pressure on journalists to deliver news quickly. This high speed often comes at the risk of compromising the accuracy and quality of the information. The urge to be the first to report an event can lead to the spread of unverified information. However, efforts to maintain journalistic standards remain essential to maintaining credibility and public trust.(Kychkin et al., 2021).

Social media has a significant impact on journalism. On the one hand, this platform can be used as a tool to distribute news quickly and widely, and open up opportunities for direct interaction between journalists and audiences. However, on the other hand, social media can also be a channel for the spread of misinformation or hoaxes, which can damage the reputation of journalism as a whole. Journalists must be more vigilant and skilled in filtering information from social media.(Zaramenskikh & Oleynik, 2021).

Technological developments have also changed the way journalists produce and present content. With multimedia capabilities, news can now be presented not only in text form, but also through videos, infographics, podcasts, and other interactive formats. This evolution requires journalists to develop a variety of technical and creative skills to make news more engaging and informative for diverse audiences.(Khan & Belk, 2024).

With the changing patterns of information consumption and the openness of digital platforms, ethical issues in journalism are increasingly complex. Journalists must always maintain their integrity by ensuring that the information conveyed is accurate, balanced, and unbiased. The responsibility of journalists in combating the spread of fake news and hoaxes is also increasing, considering that the negative impacts can be very broad for society. In this context, media literacy is also an important aspect that must be emphasized by professionals in the field of journalism.(Goggin, 2020).

Changes in the journalism landscape require journalists to work harder to maintain credibility and public trust. Trust is an important asset in journalism; without it, the news delivered will not achieve its main goal, which is to provide accurate and reliable information to the public. Therefore, journalists must continue to adhere to the principles of ethics and professionalism in all their duties, ensuring that every news published has gone through an adequate verification process.(Murthy, 2024).

As technology and information consumption patterns evolve, education and training for journalists must also evolve. Journalism education and training institutions need to adapt their curricula to include digital skills, data analysis, and an understanding of social media algorithms. Continuous training is also needed so that journalists can continue to follow new developments and challenges in the industry, and remain relevant amidst rapid change.(Micó-Sanz et al., 2020).

Thus, the impact of technological developments and changes in information consumption patterns on journalism is enormous and complex. Journalism business models must adapt to remain sustainable in the digital era, while journalists must balance speed and accuracy in reporting news. The role of social media, content evolution, and ethical issues further add to the complexity of today's journalism landscape. Amidst all these

changes, maintaining credibility and public trust is increasingly important. To address these challenges, relevant education and training for journalists is key to preparing them for a dynamic future.

Conclusion

Changes in public information consumption patterns in the digital era have had a significant impact on journalism. Information is now more easily accessible and spreads faster through various digital platforms and social media. This has changed the way people consume news, driving the growth of more interactive and audience-oriented digital journalism. Consumption of news that is more often done through mobile devices and social platforms requires journalists to be able to present information quickly, interestingly, and easily accessible.

This digital transformation also affects the traditional media business model that must adapt to stay relevant. News media must now compete to provide quality content that can attract readers amidst a flood of information that is sometimes unverified. In addition, the importance of data analysis to understand audience behavior is a key factor in content distribution strategies in the digital era. Journalists are required to be more innovative in presenting news that is not only informative but also engaging, utilizing multimedia and interactivity offered by digital platforms.

However, the biggest challenge that comes with this change is maintaining the integrity and credibility of journalism. The fast-paced nature of information in the digital era often sacrifices the accuracy and depth of news. Therefore, it is important for journalists and media institutions to continue to uphold the principles of ethics and professionalism in reporting news. Continuous training and education on digital literacy are also very necessary so that journalists can continue to develop their competencies and the public continues to receive reliable information.

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