

# Presented by:

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## Presented To:

**DR. ZUBAIR MALIK**

# Introduction

## Problem Domain

- ❖ We are providing a platform for Citizen Journalism.
- ❖ We are restricted to Pakistan's data only

## Motivation

- ❖ Now a days, we get news and all information through news channels, newspapers or from social media. That information could be biased because a single person, news channels cannot represent public point of view on specific issue.

# Citizen Journalism

- ❖ In Citizen journalism People without professional journalism training use tools of modern technology to express their point of view on activities and news happening around them to considering it as a news.
- ❖ It is public participatory reporting



# Cont'd

- ❖ We decided to implement idea of Citizen Journalism through twitter
- ❖ Decided to get tweet of different news channels Anchor and general public.



# Goal and Objectives

- ❖ Providing platform for Citizen Journalism
- ❖ It would be a central information (news) based platform(website)
- ❖ Providing unbiased news
- ❖ Trying to fill the gap between T.V news and public news
- ❖ Informing about local issues of Pakistan

# Need finding Methodologies

Identifying stake holders  
Did interview of 6 people

Make questionnaire before  
interview

Interview people, age group  
from 20-28

Mostly people of this  
group are more  
active on social sites

Know importance of  
their point of view

Did random sampling

# Need finding Methodologies

Why do we choose these people ?

People from  
diverse  
background

Diverse point of  
view

Professionals  
have experience  
based  
knowledge

Students

# Questions

1. Do you use social media?
2. (If yes) do you have twitter account? (If No) why not?
3. (If yes) Do you have account on social sites?
4. (If yes) what kind of information usually you post?
5. What social site you prefer while you have something important to post?
6. How often you prefer twitter over other social media sites?
7. What kind of information you post usually?
8. What is the source of information? Or type of information primary/ secondary?
9. Do you think current media is biased towards some specific political parties?
10. Do you want unbiased platform?

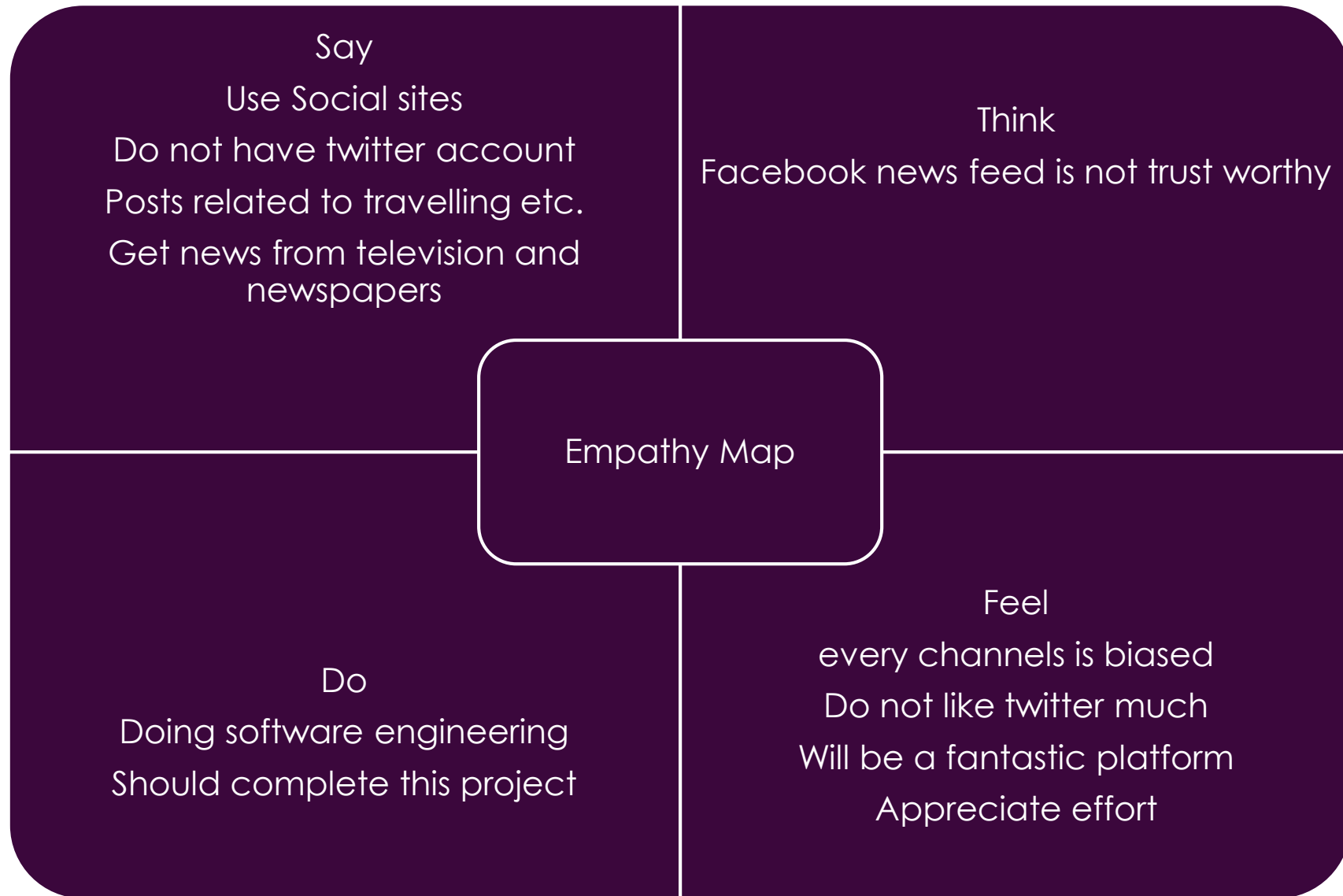


# Questions

11. Do you think you need a platform where your point of view will get value?
12. Where do you get news? Is it from Television or newspaper or social media?
13. What do you think is good media for get news??
14. What if we provide a news that is majority of people agree or talked about that will you use it?
15. What if we provide news based on tweets of different people using data science technique will you use it?
16. Do you follow any website to get news or information?
17. (If yes) please tell me name?
18. (if yes) why do you use this specific one ??
19. What do you think news feed of Facebook is also a kind of news bulletin?
20. Does news in Facebook' news feed are trustworthy?
21. What is your point of view on the news you get from Facebook ?is it beneficial or not?

Name: Luqman Aziz  
Age: 24  
Profession: Student

## **INTERVIEW #1**

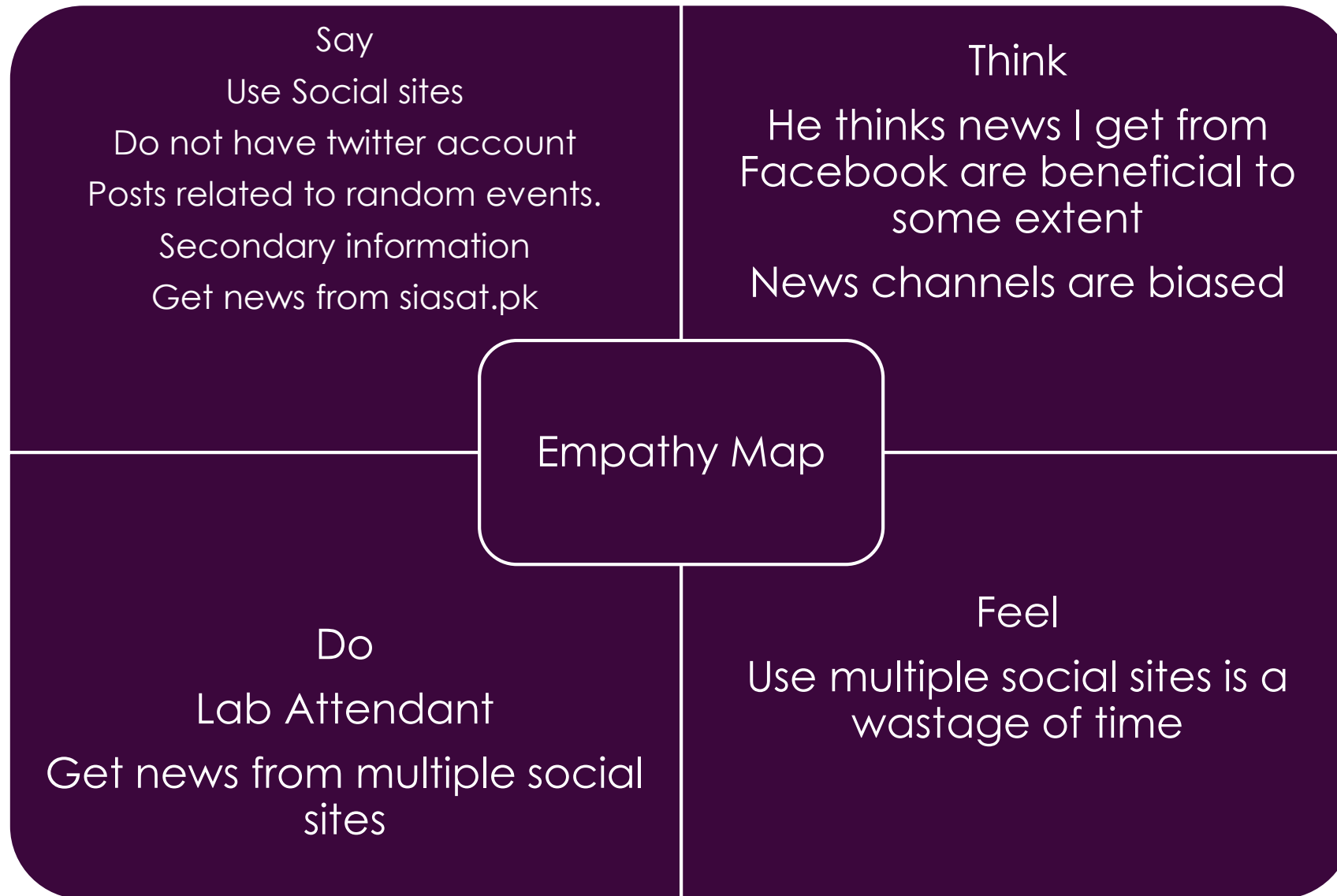


Name: Saad Saleem

Age: 26

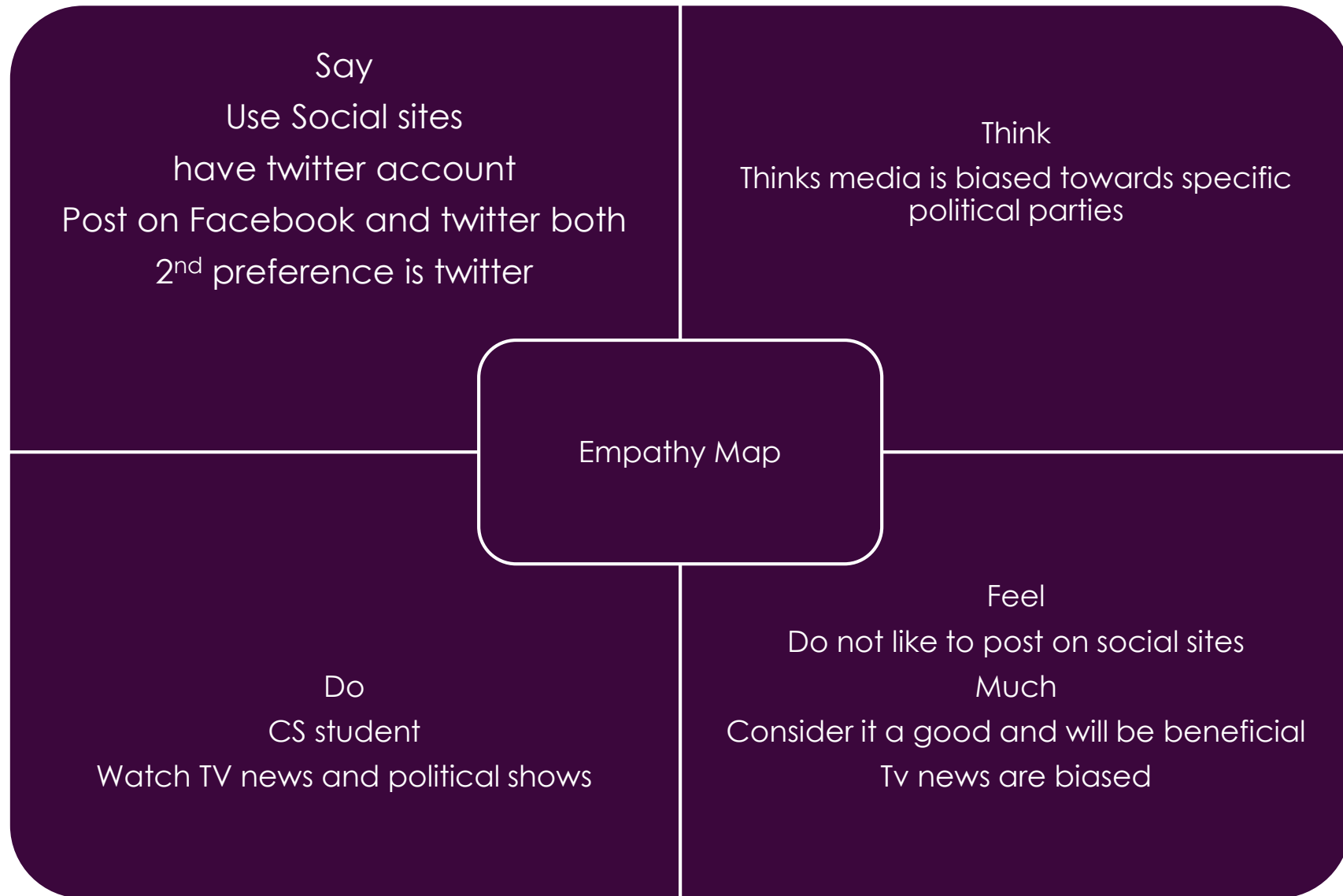
Profession: Lab attendant

## **INTERVIEW #2**



Name: Ahmed Ajmal  
Age: 21  
Profession: CS Student

## **INTERVIEW #3**

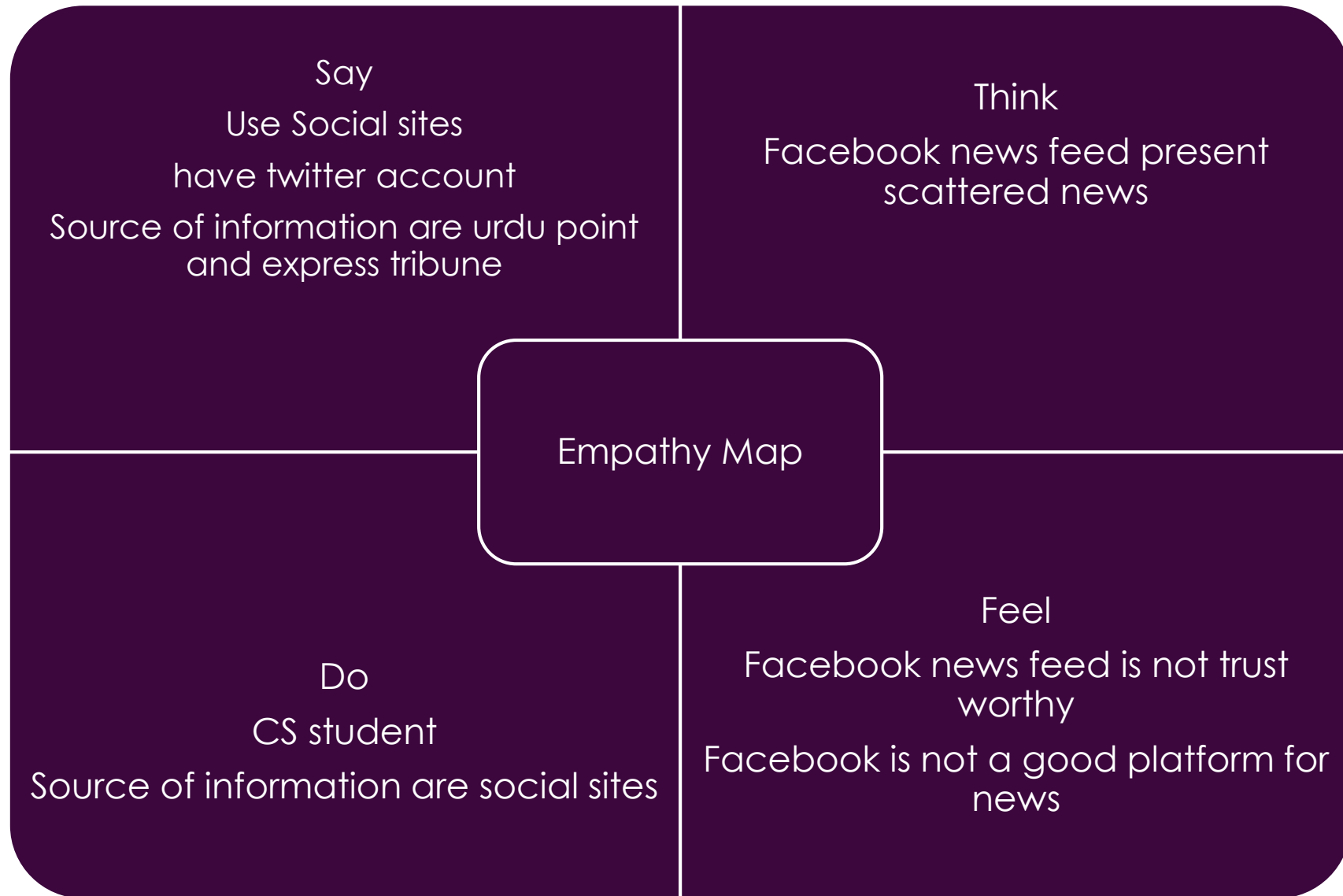




Name: Rana Usman  
Age: 22  
Profession: CS Student

## **INTERVIEW #4**



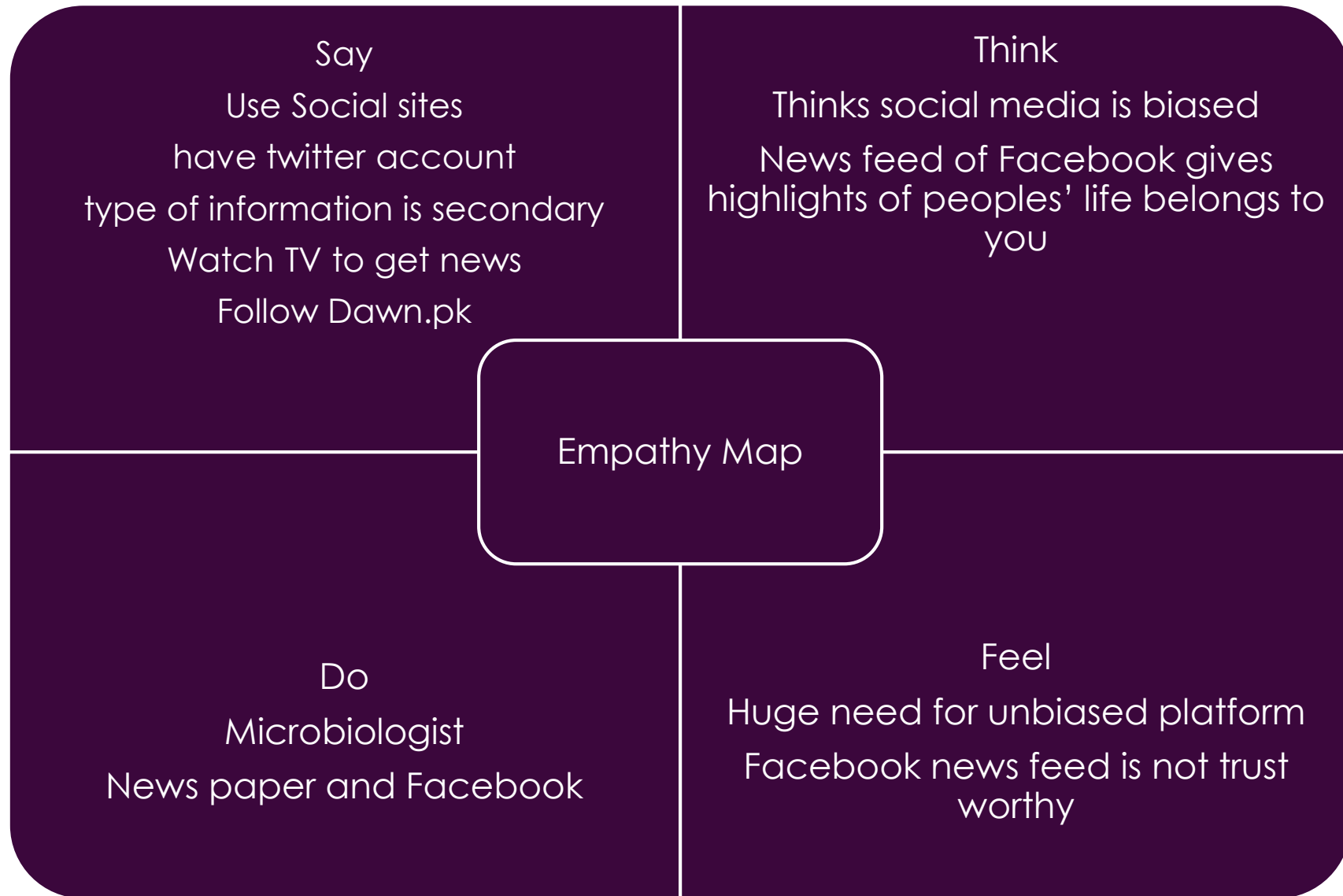


Name: Faiza

Age: 28

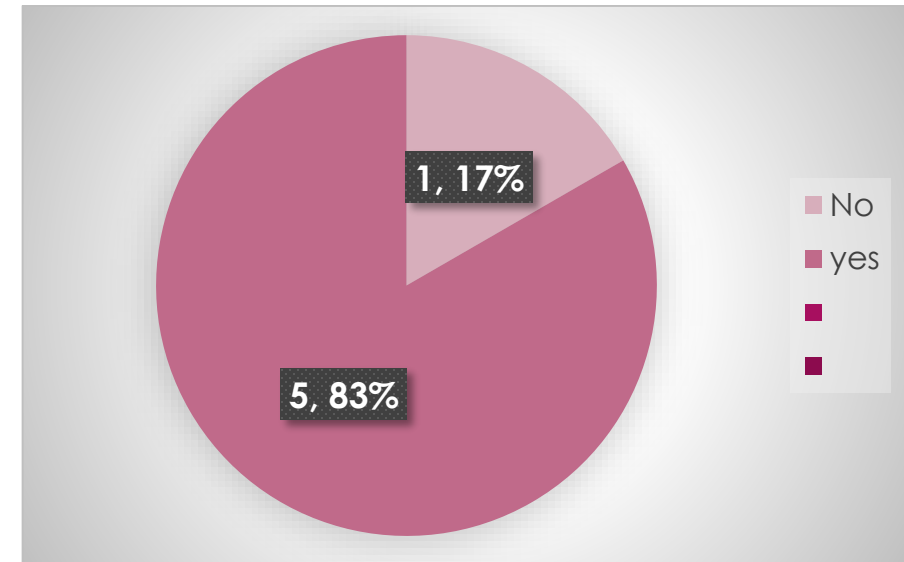
Profession: Microbiologist

## **INTERVIEW #5**



# Results of interview

- ❖ People were excited about our project
- ❖ Social media was the source of information
  - ❖ Facebook and twitter
- ❖ Type of information they post is secondary



# Result Cont'd

- ❖ Our **assumption** gone wrong
- ❖ Consider news biased towards specific party, person etc
- ❖ Follow news channels through their social web pages
- ❖ Post information related to technology, politics and personal affairs on social sites

# Analysis

- ▶ They were very **critical** against the behavior of current news channels
- ▶ During question related to TV channels they get **hyper against politician**
- ▶ Their behavior was **friendly**
- ▶ Their environment looks good. They look as new technology user
- ▶ They were using laptop and mobile.
- ▶ They said their day passed happily
- ▶ We **infer** they want un-biased news from some source

# Summary

- ❖ Aim is to provide platform on concept know as **Citizen Journalism**
- ❖ Available sources of information can be biased
  - ❖ Information related to categories like:
    - ❖ Politics
    - ❖ Technology
    - ❖ Entertainment
- ❖ People appreciate this platform and excited about this
- ❖ Personalize news is interesting thing for people