# Presented by:

Zeeshan MuzammalBSCS13010Ayesha AsgharBSCS13033Arslan AhmadBSCS13023Abdul MonamBSCS13039

**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?



#### Questions

- 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

Say
Use Social sites
Do not have twitter account
Posts related to travelling etc.
Get news from television and newspapers

Er

Think
Facebook news feed is not trust worthy

Empathy Map

Do
Doing software engineering
Should complete this project

Feel
every channels is biased
Do not like twitter much
Will be a fantastic platform
Appreciate effort

Name: Saad Saleem

Age: 26

Profession: Lab attendant

Say

Use Social sites

Do not have twitter account Posts related to random events.

Secondary information

Get news from siasat.pk

Think

He thinks news I get from Facebook are beneficial to some extent

News channels are biased

Empathy Map

Do

Lab Attendant

Get news from multiple social sites

Feel

Use multiple social sites is a wastage of time

Name: Ahmed Ajmal

Age: 21

Profession: CS Student

Say
Use Social sites
have twitter account
Post on Facebook and twitter both
2nd preference is twitter

Think
Thinks media is biased towards specific political parties

Empathy Map

Do
CS student
Watch TV news and political shows

Feel
Do not like to post on social sites
Much
Consider it a good and will be beneficial
Tv news are biased

Name: Rana Usman

Age: 22

Profession: CS Student

Say
Use Social sites
have twitter account
Source of information are urdu point and express tribune

Think
Facebook news feed present scattered news

Empathy Map

Do

CS student
Source of information are social sites

Feel

Facebook news feed is not trust worthy

Facebook is not a good platform for news

Name: Faiza

Age: 28

Profession: Microbiologist

Say
Use Social sites
have twitter account
type of information is secondary
Watch TV to get news
Follow Dawn.pk

Think
Thinks social media is biased
News feed of Facebook gives

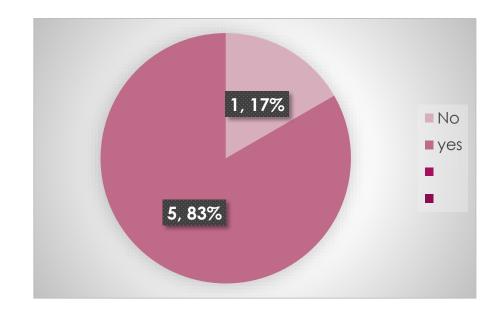
News feed of Facebook gives highlights of peoples' life belongs to you

Empathy Map

Do Microbiologist News paper and Facebook Feel
Huge need for unbiased platform
Facebook news feed is not trust
worthy

#### 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
- ▶ There 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