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The Importance of User-Generated Content in the news industry
- Al-Jazeera News Channel Twitter to Spread Breaking News-

أهميّة المحتوى الذي ينشئه المستخدم في صناعة الأخبار

– إستخدام قناة الجزيرة لتويتر لنشر الأخبار العاجلة–

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Abstract :

ملخص :

The study aims to reveal the importance of news- User Generated Content, by analyzing Al Jazeera's Twitter dependence on information.

The Study Used the "Content Analysis" Method to analyze 200 Tweets collected from Al Jazeera satellite television, from October 01 to 15, 2020, and the results indicated that they relied on user tweets to share breaking news, focusing mainly on political news rather than any other kind of tweets. We also have the most interaction, and we believe that this study will provide important insights into future research on Twitter, and we hope that it will contribute to new environmental media research, especially on the type and source of content used in news from traditional media organizations.

Keywords: User-Generated Content, news, Al-Jazeera News Channel, Twitter, Keywords, Breaking News.

هدفت هذه الدّراسة إلى الكشف عن أهميّة المحتوى الذي ينشئه المستخدم في صناعة الأخبار، من خلال تحليل اعتماد قناة الجزيرة الإخبارية على تويتر كمصدر للمعلومات.

واستخدمت الدّراسة أسلوب " تحليل المضمون" لتحليل 200 تغريدة تمّ جمعها من قناة الجزيرة الفضائيّة، خلال الفترة من 01 إلى 15 أكتوبر 2020، وأشارت النّتائج إلى أنّها اعتمدت على مشاركة تغريدات المستخدمين لنشر الأخبار العاجلة، وقد تركّزت أساساً على الأخبار السّياسيّة أكثر مِن أيّ نوع آخر من التّغريدات، كما حازت على أكبر عدد من التّفاعل، ونعتقد أنّ هذه الدّراسة سوف توفّر رُؤى هامّة للبحوث المستقبليّة عن تويتر، كما نأمل أن نُساهم في بحوث إعلام البيئة الجديدة خاصّة ما تعلّق بنوع ومصدر المحتوى المستخدم في الأخبار بالمؤسّسات الإعلاميّة التّقليديّة.

الكلمات المفتاحيّة:المحتوى الذي ينشئه المستخدم، الأخبار، قناة الجزيرة الفضائية ، تويتر، الأخبار العاجلة.

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INTRODUCTION:

In recent years we have seen how media such as television has included the Internet, in general, and social media, in particular among its content broadcast channels, in the face of unstoppable growth in the number of users living social platforms and as a strategy to integrate philosophy 2.0. In the message and how to disseminate it, so that the user can participate and his opinion is also part of the contents.

Inventions and innovations reshape the routines of journalists, the messages they create and distribute, as well as the habits of their audiences.The introduction of the Internet is one prime example as it reshapes the media marketplace,Social networking is already a mainstay of everyday life, Twitter is one of a range of new social media technologies that allow for the online and instant dissemination of short fragments of data from a variety of official and unofficial sources.
Social media today are playing a more important role as a news source than

Ever before. That new para-journalism forms such as Twitter are "awareness systems", providing journalists with more complex ways of understanding and reporting on the subtleties of public communication.

Traditional journalism defines fact as information and quotes from official sources, which in turn has been identified as forming the vast majority of news and information content.This news model is in a period of transition, however, as social media technologies like Twitter facilitate the immediate dissemination of digital fragments of news and information from official and unofficial sources over a variety of systems and devices.

Recent studies on the correlation between journalism and social media mostly focused on the propagation of journalistic content via social media. They pointed out that the platforms policies increasingly force journalism into a critical dependence on social media.As Caplan and Boyd point out, "long-standing news outlets must construct their content with algorithmic and data-centric intermediaries in mind".(Nielsen & Sarah, 2018, p1607)
Media bypassed traditional media as an information platform. It used to be that traditional media platforms, particularly television, had the monopoly of breaking news.This no Longer holds. More and more people are getting their news from Twitter. Thus, news organizations are investing a lot of time increasing their Twitter presence.

The birth of Aljazeera heralded a new era in Arabic media. It provided many citizens of the Arab World with the ability to view news as they occurred, bereft of the accustomed government censorship and control. Most importantly, it provided them with the opportunity to voice their views of their regimes and to question their actions and legitimacy. In doing so, Aljazeera began to emerge as an empowering phenomenon or tool in a region ruled for decades by repressive and censoring regimes.Thus, the purpose of this study is to:"**explore the reasons that drive use of Al-Jazeera News Channel of Twitter to Disseminate Breaking News"** ?
Research questions:
This study builds on these four research strands to address the following:
RQ1: What type of news on Al Jazeera account?
RQ2: What type of content do news editors release on Al Jazeera Twitter account?
RQ3: Do particular types of stories posted receive the greatest number of retweets?

RQ4: Is there a relationship between the type of news that is posted by Al Jazeera on their Twitter account and the response from the site's followers?

Hypotheses:

H1: News editors on Al Jazeera news channels use Twitter accounts to release political news more than other types of news.

H2:Al-Jazeera satellite channel relies on Twitter as a source of information and breaking news, especially political news.

The main objective of this paper is to illustrate importance of user generated content (UGC) in the news industry, This study seek to explore the type of news released in the Twitter account of those Al-Jazeera News Channel outlet as well as explore the use of different content in the posted tweets like using tweets with images, links and videos and Hashtag. Also, these This study aims to explore if the type of news is related to retweeting. Furthermore, the last question in this study is linked to the networked gatekeeping, which refers to the impact of the interaction between editors and the users on the provided content to the audience, so this question seeks to explore the relationship between the type on news and reply. Replying tweets will be consider as a form of interaction among users that would influence the decision about the type of news that editors choose to present to their audience, so they can consistently attract their followers.

This paper is organized as follows. In the next section, the theoretical background is introduced. The third section describes our research model and hypotheses. The fourth section presents the research method. Key findings are discussed in the fifth section. The last section concludes with a discussion of the theoretical and practical implications.

1. Definition of Search terms:

1.1. User-Generated Content: User-generated content (UGC), sometimes also referred to as user-created content (UCC), is a generic term that encompasses a wide range of media and creative content types that were created or at least substantially cocreated by "users" that is, by contributors working outside of
 Conventional professional environments. Although UGC in digital formats is as old as computing technology itself, and UGC in nondigital formats has an even longer history, the term emerged to widespread recognition especially with the participative turn inWeb design and practices that took place in the early years of the new millennium and is often referred to as the emergence of "Web 2.0".(Holt & Karlsson, 2015, p1799)

1.2. Defining News: One of the famous definitions of news has given by an American Journalist Charles Anderson Dana, he said "When a dog bites a man that is not news, but when a man bites a dog that is news".(Newhagen, 1998, p231)

Another definition was given by Galtung & Ruge suggests that news is something which is unexpected or which is not happening on regular basis or something that is not routine. Roscho considered news as an abstract that is difficult to define but easy to understand and carry. According to him, "News is more easily pursued than defined, a characteristic it shares with such other Enthralling abstractions as love and truth". (Galtung & Ruge, 2015, p76)

1.3. Al-Jazeera News Channel : Al Jazeera is a state-owned news channel affiliated with al-Jazeera Media Network, founded on November 1, 1996, based in Doha, Qatar. Initially as a satellite channel for Arab news and current affairs and since then with the same name as Al Jazeera, the channel has expanded into an international media

network with a number of outlets, including the Internet and television channels specializing in multiple languages in several regions of the world".(Galtung & Ruge, 2015, p76)

1.4. Twitter defined : Twitter is a widely used free social networking tool that allows people to share information, in a real-time news feed through posting brief
 Comments about their experiences and thoughts Public. (Bristol and all, 2010, p105)
Twitter emerged in 2006 as a short messaging system for mobile phone communication, and it has evolved to become a popular social media site, where users can read and share messages in 140 characters. It has also become a growing medium for news. A study found that information

    Sharing and news reporting are among the main reasons for Twitter use. Information-seeking and conversation were also found to drive Twitter use. Twitter users are information-seekers also driven to share information with other.(Junco and all, 2010, p11)

1.5. Breaking News: Breaking news or what is known as the special report or newsletter expresses a journalistic phenomenon aimed at conveying and broadcasting the most important and up-to-date news to viewers, whether by voice transmission through the news presenter or by writing on tape below the tv screen, allowing the presenter of the newsletter or the programs shown to cut it and broadcast the breaking details of the important news.(Mohan, 2014, p53)

2. Theoretical Context:

2.1. Al-Jazeera News Channel, Professionalism and Excellence:

2.1.1. The Birth of a New Era: It is probably safe to suggest that the importance and power of satellite television manifested itself clearly during 1991 when CNN monopolised the transmission of the Iraq war and the recapture of Kuwait. Some claim that it was this war that contributed to the success of this news satellite channel. The decision by the Qatari Emir to establish a credible Arabic language-based channel materialised in 1996 following the collapse of the BBC Arabic satellite channel which was based in the Qatari capital Doha.

    TheCollapse of this channel was attributed to disagreement between
The BBC staff and their Saudi investors on Content and censorship. Suddenly, hundreds of BBC staff found themselves without a job. The Qatari Emir Took advantage of this opportunity and decided to create a new satellite channel. He provided it with a loan of USA 140 million $ and employed many of its redundant staff. This move heralded the birth of the Arabic-speaking Aljazeera. (Zayani, 2005, p18)

2.1.2. Ascendance to Prominence: The emergence of Aljazeera in 1996 caught the attention of many people in the Arab World, not least the regimes of those countries that ruled these people. The décor of its news studio, the elegance and photogeneity of its presenters, the language and the music provided good first impressions of an emerging 24 hour news satellite channel. However, it was the "liberal" talk shows and the sensitive nature of the discussed subjects (considered "taboo" by many Arab media outlets) that began to raise eyebrows and attract huge followings amongst Arab audiences.Talk shows such as "The Opposite Direction", "More Than One Opinion" and "Without Borders" and "A Witness to History" turned out to be hugely successful. Al Kasim describes such live political programs as some of the most striking features of the new Arab media and "arguably" the most revolutionary.(Al Kasim, 2005, p98) Despite the popularity of its show talks some analysts attribute the success and

popularity of Aljazeera to its covering of the 1998 American and British attack on Iraq (the Desert Fox Campaign), the second Palestinian Intifada of 2000 and the war and invasion of Iraq of 2000. No doubt, its covering of the allied forces attack on Afghanistan in 2001 following the 9/11 event was a major scoop for this rising media star. Aljazeera was the only media channel to have had a team covering the devastating bombings caused by the allied air strikes. (Al Kasim, 2005, p93)

2.1.3. Challenging the Status Quo: Aljazeera represented an Arabic media revolution in the way news.

Were presented, collected and discussed.For decades, Arabic media was Controlled by the ruling regimes of the Arab World. Lynch describes the 1970s and the 1980s, in particular, as being the most repressive decades for Media freedom in the Arab World. Arab media, according to him, was "something of a wasteland" by the 1980s. (Zayani, 2007, p31)

What was striking about many countries in the Arab World (and indeed about many other post-independence regimes) was the devotion of those regimes to control free speech when much of the struggle for independence centred on liberating people from colonialism and giving them a free voice. What is significant in the case of Aljazeera is that the freedom it enjoys emanates from a country governed by a neopatrimonial regime and not from any of the post-independence and self-proclaimed "revolutionary" and "progressive"Arab regimes. (DEUZE, 2005, p51)

Aljazeera was a sobering call for many of the Arab regimes (especially the post-independence republican ones) and their citizens. Aljazeera was a "progressive" phenomenon that many Arab regimes have failed to control with the exception of Iraq during Saddam's regime which took dramatic steps to do so such as banning satellite receivers throughout the country; a move that was dramatically reversed shortly after his overthrow.(Zayani, 2007, p31)

2.2. Twitter and practices in Citizen Journalism:

2.2.1. Definition of Citizen Journalists: The scholarly community still applies the labelscitizen journalistandcitizen journalismto this group of people even though the phenomenon of citizen journalism is not technically new. For example, citizens passed political pamphlets in New York, Philadelphia, and Boston in the 1740s, The new label for this particular category of journalism, however, does suggest that citizen journalism embodies a unique phenomenon in that its emergence was in conjunction with the advent of internet publishing technologies, especially blogging.Social-media platforms have facilitated people's ability to publicly share their knowledge, Information, and opinions with anyone with internet access.(Bélair and all, 2015, p7)

Many scholars have attempted to theoretically define citizen journalism.

Despite these theoretical efforts, there has not been a consensus on the definition of citizen journalism.As the field develops, we should see some agreement on the concept label and its definition. In the literature, these

People have been referred to as participatory journalists, community journalists, citizen journalists, pro-ams, bloggers, nonprofit journalists,

Alternative journalists, hyperlocal journalists, user-generated participants, para journalists, and produsers. (Kin and all, 2015, p302)

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journalists, alternative journalists, hyperlocal journalists, user-generated participants, para journalists, and produsers.(Johnson and all, 2017, p349)

Citizen journalism can be defined as follows:

- "The act of a citizen, or group or citizens, playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information.The intent of this participation is to provide the independent, reliable, accurate, and wide-ranging and relevant information that a democracy requires". (Bosshart and all, 2013, p143)

- "A participant that had ever produced a photo, video, or writing piece that has beensubmittedfor inclusion by a mainstream or citizen journalism outlet, or that has intentionally or unintentionally been published by a mainstream or citizen journalism outlet".(Mortensen and all, 2016, p364)

- "People who are responsible for gathering content, visioning, producing, and publishing the news product".(Nip, 2006, p219)

Based on the themes that emerged across theoretical definitions put forth by researchers, it appears that the scholarly community that studies citizen journalism interprets such journalists as people with no news organizational

Ties, who gather and/or publish news content, and who cover marginalized or hyperlocal communities. Earlier theoretical definitions, dating from

Approximately 2003 to 2011, were more idealist in nature stating that Citizen journalists sought to engage other citizens or support democracy through their journalistic work.

2.2.2. Twitter and Journalism : Twitter has been rapidly adopted in newsrooms as an essential mechanism to distribute breaking news quickly and concisely, or as a tool to solicit story ideas, sources and facts. (Mistry, 2011, p103)

The relative newness of micro-blogging means there is limited academic literature on the impact on journalism, Studies such as the one by Java et al.

Have looked at the motivation of users, concluding that micro-blogging fulfils a need for a fast mode of communication that "lowers users" requirement of time and thought investment for content generation.

In their analysis of user intentions, they found that people use Twitter for four reasons:daily chatter, conversation, sharing information and reporting news.At least two of these sharing information and reporting news can be considered as relevant to journalism, though arguably so could daily chatter and conversation around current events.Two of the three main categories of users on Twitter defined by Java et al.information source and information seeker are also directly relevant to journalism.(Skiba, 2008, p37)

When Twitter is discussed in the mainstream media, it is framed within the context of established journalism norms and values. There has been a degree of bewilderment, scepticism and even derision from seasoned journalists. New York Times columnist described it as "a toy for bored celebrities and high-school girls". (Hermida, 2010, p299)

There has also been discussion on whether the breadth and depth of news reporting would suffer as more reporters sign up to Twitter. Of particular concern has been how journalists should adopt social media within existing ethical norms and values, leading news organisations such as the New York Times, Wall Street Journal, and Bloomberg to institute Twitter policies to

Bring its use in line with established practices.The unverified nature of the information on Twitter has led journalists to comment that"it's like Searching for medical advice in an online world of quacks and cures".

Social media technologies like Twitter are part of a range of Internet Technologies enabling the disintermediation of news and undermining the gatekeeping function of journalists.Micro-blogging can be seen as a form of participatory or citizen journalism, where citizens report without recourse to

Institutional journalism.It forms part of a trend in journalism that Deuze has described as a shift from individualistic, top-down' monomedia journalism to team-based, 'participatory' multimedia journalism However,

While micro-blogging services such as Twitter can be situated within the trend in citizen journalism, it should also be considered a system of Communication with its own media logic, shapes and structures. (Hermida, 2010, p299)

While Twitter can be used to crowdsource the news, where a large group of users come together to report on a news event , this paper argues that the institutionally structured features of micro-blogging are creating new forms of journalism, representing one of the ways in which the Internet is influencing journalism practices and, furthermore, changing how journalism itself is defined. (Lasorsa, 2012, p26)

Micro-blogging presents a multi-faceted and fragmented news experience, marking a shift away from the classical paradigm of journalism as a framework to provide reports and analyses of events through narratives, producing an accurate and objective rendering of reality.Services like Twitter are a challenge to a news culture based on individual expert systems and group think over team work and knowledge-sharing.As Malone et al Suggest, to unlock the potential of collective intelligence, managers instead need a deeper understanding of how these systems work. (Skiba, 2008, p38)

2.2.3. Twitter and Breaking News: Twitter use has become commonplace in journalistic practice for reporting and engaging media consumers, and both news organizations and Journalists have adoptedTwitter.Newsrooms consider Twitter as a means to disseminate news very rapidly to a large number of people who can easily access the information through the technology.(Dominic and all, 2012, p21)

Twitter can also help journalists gather facts, ideas or sources on developing stories or stories where a citizen on the scene may have better information or photos than will a professional journalist. Social media outlets, such as Twitter, disengage the process of gatekeeping; however, the reason journalists are using Twitter to disseminate information is because there is a Growing audience for short but fast bits and pieces of news. (Dominic and all, 2004, p25)

Traditional media are not only losing their audience but also their credibility. Over the years, the news media, in general, have been getting

Lower and lower trust ratings. This is plausibly one of the reasons many news consumers are looking for alternative sources of information, such as

Twitter. But news consumption can also bedue to incidental exposure. For example, a study conducted in the 1998 elections found that the more frequently people went online, the more likely they were to report News exposure. This type of news consumption is not trivial because "unintentional exposure can lead to greater knowledge of current affairs". This incidental exposure to news also happens on social media sites such as Twitter, especially because social media have become popular news referral or sharing entry points to actual news sites. (Tewksbury and all, 2010, p537)

3. Method and Data collection:

3.1. Methodology: This study focused on the tweets of Al-Jazeera news organization to explore how these news outlets use Twitter to disseminate specific types of news. Also, this research explored the correlation between particular types of news and the audience response through retweets or replies, The researcher selected a of Al-Jazeera News Channel based on their popularity, A content analysis was conducted to analyze a total number of 200 tweets, Those tweets were collected from October 1st to October 15th of 2020.

    Content analysis is a research tool used to determine the presence of certain words or concepts within Texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such Words and concepts, then make inferences about the messages within the texts, the writer(s), the Audience, and even the culture and time of which these are a part. (Titscher and All, 2000, p31)

We divided our study into the following categories :

-type of news : Economy, Politics, War, Sports, Technology, Human Interest, Health, Crime, Religion.

- type of content : with Tweet Text, Tweet with an Image, Tweet with video, Tweet With Hashtag, Tweet with Link.

Content analysis is a method for summarizing different types of content by counting various aspects of the content.Additionally, this method enables the researcher to include large amounts of textual information and systematically identify its properties.Content analysis allowed the researcher to explore what is being given to the audience, and measure the occurrence in media content. The content helped the researcher to analyze and understand the different types of content that was presented to the audience through Al Jazeera Twitter account.The content analysis method provides extremely significant benefits including the devoid of interruptions In the process of gathering the data. This method helped the researcher to explore

The interaction between the journalists and the audience on Twitter, and explore the content of news channels such as Al Jazeera.

The researcher measured the difference between the type of news and the type of content, as well as explored the correlation between the type of news and the amount of retweeting of the chosen media outlets" tweets. The researcher divided the type of news into the following categories: War, Health, political news, sports news, religious news, technology, crime, economy, and human-interest.

3.2. Results, and Data Aanalysis: The research focused on the tweets of Al-Jazeera to explore how they use Twitter. The results revealed that the most common type of news Released was political news, followed by War news and human-interest, followed by Health and economy. News related to Crime, technology, religious news, and Sports news had a combined proportion of 12.50 %.

Table 1. Reporting the overview of the Data from Frequencies for the type of News.

CATEGORY	Total	Percent	ranking
Politics	57	28.50	1

War	33	16.50	2
Human Interest	33	16.50	2
Health	26	13	3
Economy	26	13	3
Crime	09	04.50	4
Technology	07	03.50	5
Religion	06	03.00	6
Sports	03	01.50	7

The first hypothesis suggested that news editors on Al Jazeera news channels use Twitter accounts to release political news more than other
Types of news.Based on the provided numbers in "Table 1", these hypothesis were supported, Where political news which it came in First place with a Total of 57 tweets was cited more than any other type of news
Like War news and human-interest, Health and economy.The first research question focused on determining the type of news that news editors released
On Al Jazeera Twitter account. The frequencies show that a total of 57 tweets were about news related to political news. There were 33 tweets (War and Human Interest), linked to 23 tweets (Health and Economy).
The second research question asked the most common type of content that released with tweets. This research question explored how often news editors tweet with text, images, links, hashtags and videos."Table 2" shows
     The frequency of the type of content that was released by the news editors On Al Jazeera Twitter account. News channel released 53 tweets with text, 47 Tweets with hashtags, 45 Tweet with video, 41 tweets with an Image, and 14 Tweet with Link.
Table 2. Reporting the overview of the Data from Frequencies for the type of content.

CATEGORY	Total	Percent
with Tweet Text	53	26.50
Tweet With Hashtag	47	23.50
Tweet with an Image	41	20.50
Tweet with Link	14	07.00
Tweet with video	45	22.50

3.3. Correlation: In order to explore the relation between the variables in the third and fourth research questions, the researcher chose to conduct a correlation test to explore the relationship between the type of news and the number of retweets, and the relationship between the type of news and the number of replies to a particular type of news. The third research question asked if do
    Particular types of stories posted receive the greatest number of retweets. The correlation test showed that there was a positive correlation between thepolitical news and the number of retweets, (200) =0.122, p < .003. This Correlation revealed that the type of news influences the number of Retweets, and political news gets the greatest number of retweets by the followers.
The last research question asked if there is a relationship between the type of news that is posted by Al Jazeera on their Twitter account and the response from the site's followers. This fourth question focused on investigating the relationship between the

type of news posted on Al Jazeera Twitter account and the number of replies from the accounts followers.

The correlation test shows that there was a positive correlation between these variables, (200) =0.121, p < .001. This correlation revealed that
Political news gets more replies than any other type of news.

Conclusion and Future work :

Twitter has become a significant tool for the field of journalism as it helps to gather information and keep the journalists aware of what is happening at the same time works as a tool for disseminating breaking news. and a versatile, accessible and valuable tool for communicating thoughts, ideas and visions of the future, globally, While Twitter presents challenges, the responsible and ethical use of it offers an exciting development that should be embraced.Twitter is a tool that we need to be aware of and understand more fully we believe that this study provides important insights to both researchers and practitioners.

The conducted analysis generated interesting findings.The results showed that Al-Jazeera relied on Twitter to Political News and disseminate human interest and war news, Health and Economy more than any other type of news like sport, and technology, The study revealed that short text is the common content since this feature is what makes Twitter unique compared to other social media platforms, This study discovered that there was a significant relationship between the political news and number of retweets. Interestingly, the results indicated that there was a significant correlation between political news and the number of replies to the tweets.

The third and fourth research questions aimed to explore the correlation between the type of news and the number of retweets and replies for
a particular type of news. This study discovered that there was a significant Relationship between The Political news and number of retweets. Interestingly, the results indicated that there was a significant correlation between political news and the number of replies to the tweets.Therefore, individuals in the Middle East comment on these political news or events to Express their views.

This study makes theoretical contributions in several ways.Moreover, theFindings of this study also provide some invaluable implications for
Practitioners it adds to the burgeoning literature on Web metrics and
Newsroom decision-making, despite the several interesting findings, the
study is not free of the limitations.The sample size was small compared with previous studies number of collected tweets.The researcher suggests for future studies to expand the sample and choose more news organizations that popular and active on Twitter like BBC news channel in order to get more significant results regarding who releases specific types of news.In addition, expanding the sample of tweets would play a significant role in exploring what type of news do followers like to retweet or response to.

Finally, notwithstanding these challenges, Aljazeera's relative independence and freedom has enabled it to achieve great success by disrupting the modus operandi of media practice in the region, if not the world. Most importantly, it enabled it to provide millions of people with the opportunity to listen to the other view.On some occasions it went beyond that. Many Arab people seem content with that level of achievement so far, and the question of whether or not Twitter will increase revenues for journalism may well hold the key to its overall usefulness, especially if these revenues are used to support critical and innovative journalism.

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