

Literature Review

Twitter is one of the most famous and well-recognized social media sites. About 7% of the internet users in 2013 used it to share their ideas. The content shared on Twitter falls into the category of microblogging. According to Fuchs (2014), the revenue generated by social sites such as Twitter is through ads sold to the advertisers on the back of the content that is generated for free by the users. Thus, the user of the social sites are audience and producers of the content that the social sites get paid for. This phenomenon where one of the social groups benefits more from the achievement of another group has been termed as exploitation. Allmer et al. (2015) state that such exploitation happens when the wealth of the benefiting group depends upon the less benefiting group. The benefiting groups then aggregate the wealth that has been produced by other social groups by excluding the other social groups from becoming a part of the generated wealth through property rights.

The age of the internet has transformed the media and news industry. While media industries have generally adapted to the internet, the news industry has been hit massively by the advent of the internet. Advertisements had been one of the major revenue streams for the newspaper industry. The movement of revenue towards the social networking sites like twitter have crippled the newspaper industry significantly. At the same time, the importance of journalism cannot be denied in a democratic system. The competition between the two formats of information dissemination has been analysed by McChesney (2016). The paper has predicted that newspaper industry will keep on facing harder times due to presence of social media sites that can also be a source of news for many. In a similar study, Hirst (2013) studied the revenue stream of social media sites. Twitter, especially, was pointed out to be diversifying its revenue stream as the site has not been able to gather a significant advertisement revenue stream. The plight of journalists was also discussed by the paper. According to the paper, Twitter and other social media sites still have a place for journalists as the paper postulates that the social media industry is slowly transforming into the “old industrial-entertainment complex” (Hirst, 2013, p. 100). Lasorsa et al. (2012) also stated that journalists are expressing their opinions more freely on Twitter. This adds to the journalistic feel of Twitter and the information shared can be articulated as objective. The paper of Murthy (2011) studied the role of audience participation in Twitter. The paper identified