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Information online

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Abstract. Given that online information is a main topic in the field of modern media worldwide, it is important to understand the role of this form of information. But the dilemma here is that we really have information in the full sense of the word, and news that really constitutes news? On the other hand, has the form of online reporting influenced the true journalist that the journalists of the portals have been passivated, since the statements of state officials were also being served by social networks. So, even the state officials themselves are taking advantage of this opportunity to avoid confronting journalists at press conferences. In this scientific research, based on a survey in Kosovo with respondents aged 15 to 18, from 30 to 40 years old, we will find out how much they trust the portals, while with the older respondents, from 50 to 60 years of age, do they have access to the online form or do they still read print or classic newspapers.

Keywords: news, trustworthiness, Kosovo, online, information

Introduction

This paper aims to tackle the problems that online journalism is facing in the production of news and their publication. But also in this scientific research paper, we will understand the functioning of online media, namely portals, which following the trend of modern information times have become widespread in Kosovo in the region and beyond. And as a result of this we often get unsubstantiated or otherwise false news, even stolen from one portal to another and without using the citation where the news came from, or published information. So looking at all these problems and not only, with this paper we aim to understand: 1) The way or form of journalism made in portals, 2) The reason why we do not have genuine journalism, where the news will be news, and 3) Or do click-only protocols work, which would determine their functionality? On the other hand, seeing the rapid development of technology, print newspapers almost all began to follow online or modern information, but some of them did not even abandon the old form or in other words print newspapers as well. Therefore, on the basis of this change, which also came to light in Kosovo, we believe that research will be needed to discover the survival forms of these newspapers, and in particular those that continue to be on the market in both forms, both classical and modern. Also, in the context of this paper, it is important to elaborate on the form or ways of enforcing the law, whereby copyright would be respected, while respecting the rule of citation, which would push the justice institutions to deal with it. reviewing cases of lawsuits already made by some media outlets. It is also worth noting that this paper will be divided into chapters, in addition to the methodology, it will be organized into sections, revealing findings, conclusions and references.
Research Questions

RQ 1. Are online media accurate in information?
RQ 2. In which portal do you read more news, and whom do you trust the most?
RQ 3. Are you based on the title or content of the news on the portal?

Methodology

This paper aims to shed light on a problem that builds on three basic issues of the topic:
1. Identify the challenges facing portals since their creation and then their operation. This also includes the form from when a portal was opened, which the owner, editors and other accompanying staff did not know. Then the necessity of discovering what no one deals with checking how they work or not ?!
2. The second issue concerns the question of the applicability of the law, which is considered the best way to investigate or follow the work of these portals, which have become a media space, not to produce genuine news, but copying and not quoting where the news was received. Therefore, we have added as an issue how the law and its enforcement play an important role in solving these problems or not ?!
3. The third issue will cover the theoretical part including the writings of various authors on online information and the different reactions from the writings that address the same topic. So, based on these reactions within this section we will also provide arguments to understand correctly or otherwise identify problems and causes, but why not the benefits of modern day information, or how online information is being recognized.

To research all this data, we used scientific research methods. Including them through surveys, theoretical research as well as interviews.

Findings

From the findings of this paper we can say that portals in Kosovo need strict control to verify their functioning. Keeping in mind that they work without editors, without lecturers and even do not feel the owners and do not register at all. Therefore, we consider that such a control will produce a better result in producing the news and fair information. That we have news published on portals that actually do not contain news, we have even many. Therefore, this makes us realize another finding, and that is publishing news without content, without real or real headline. All this is being done to gain clicks, but not to bring the news in the full sense of the word. Respondents on the survey have found out that because of this, they do not trust online portals and information. If we put it in percentage, more than 60 percent of them have shown that they do not trust online platform news. Another finding, always based on respondents, indicates that portals also do not report in compliance with the code of ethics. In addition to the results of our survey of Kosovars' unreliability of online news, there is also the Independent Media Commission that confirms this result. The institution has said that they have consistently received and are receiving numerous complaints from citizens about fake news. Speaking to Radio Free Europe, IMC spokesman Arsim Dreshaj said complaints were frequent and had to do with some portals. "The Independent Media Commission is working on implementing the Media Education Project for all citizens as an educational and protective measure of fake news." But not all readers are trustworthy. Because of this situation and the way online journalism works, it is often the
case that news is stolen, untrue or better told in fake news or otherwise. English with the words already known - fake news. So far many cases have even been initiated in the courts, but they have not been taken very seriously in dealing with these cases. without quoting who received the news, as the copyright rule requires, but nevertheless a solution to this Kosovo and other countries in the region, ultimately appears to be the law and its enforcement, but there are other fancier who think that journalists themselves should regulate the portals, and it being upgraded.

**Printed / Online Newspaper**

In Kosovo more than 70 years ago there was the first newspaper known as "Rilindja", and even this was the only source of information in the Albanian language for Kosovo. Based on the information provided by many employees of the then "Rilindja" newspaper, we can say that the difficulties they faced during their work were great. All this effort was made to keep alive the only informative window, the Rilindja newspaper. 72 years ago, on February 12, 1945, Prizren began publishing this newspaper, the first in Kosovo. Prizren was published until the 60's, and then other newspaper issues began to be printed in the printing house known as the Provincial People's Front Press. However, as the years went on, a letter called "Renaissance" was founded. This letter print, in addition to being used for printing books, was used in particular for the publication of the Rilindja newspaper, which was the only information window in Kosovo. However, the way the information has changed has been said by many media connoisseurs and authors who have written and continue to write in the field of media. Among them is author Eric Scherer. In his book, “Do We Need Journalists anymore? Manifesto for added journalism”, he also wrote about the internet and its impact on other media. Scherer wrote: "The year 2008 marked a turning point: for the first time the Internet passed the print newspapers as a source of information in the United States.” This form of information has come to Kosovo as well, we say this because we now find every daily newspaper online. Newspaper publishers are doing this to keep up with modern information, but some have continued to keep the tradition, bringing the newspaper to market in print. But how long the printed newspaper will stay alive remains to be seen, but it seems not too long. In many analyzes done both in Kosovo and in the countries of the region, media reports say that the survival of the print newspaper is difficult as a result of online influence. But some newspapers in our country that continue to remain in the market, are functioning as investigative or investigative journalism. Whereas the print or classical newspapers are loyal to the generations of old age people who do not have online access, or some who are already accustomed to starting their mornings with their favorite print newspapers. And the "culprit" for this internet backlash that is already being recognized as the second means of information after television. Even according to author Eric Scherer, he may soon come out on top. Its finding leads us to realize that the Internet has made its own and is being recognized as the main source of information. We are witnessing the fact that we ourselves are getting more and more informed from the internet almost every day. Knowing this, almost all media companies around the world, as well as in Kosovo, have started to pay more attention to online access. Nowadays everybody on the public side wants to get information faster and keep up with the times. In this case, we cannot exclude social networks, which have also become one form or another for sharing information. We are also witnessing that journalists are now producing the news from Facebook or other social networks. Almost every senior government official has a profile on social networks, writes a statement on facebook, and even provides information bypassing the media at press conferences. It is exactly from such profiles that today we get news from all the media, and in particular the portals that produce news mainly of this form, namely from publications that public figures make on their social accounts. With this in mind, it turns out that the portals are not doing genuine journalism that implies producing news based on facts and research, but something that is being served to you readily, with content that does not even fit the headline, which is often meaningless and of little interest to the public.

**The Impact of the Internet on Real News**
The form of online information is now being developed around the world, this has been enabled by the development of technology, which is increasingly allowing real-time information to be published. But in the trend of this so-called modern information development of the time, what is really lost is the meaning of the news. This is confirmed by the news being produced by the journalists of the portals which are being published in the online media. In Kosovo portals, we read news headlines and content that have nothing to do with news in the full sense of the word. This has made the portal readers distrust the news of the online platform, this result is based on the respondents who were surveyed for this research. What a true news story should look like, says author Ibrahim Berisha in his book, The Genre of Journalism. “News is the most popular genre in the media, but also the most difficult to write. An intellectual, an analyst, finds it difficult to make good news, as only a skilled journalist, a day-to-day producer of the genre, possesses the brevity, accuracy, clarity and thoroughness of the story.” Here the author has shown that the good news is the result of a good journalist, and that the good news is the one who is short accurate, telling the public in this sense all that has happened in an event. Also, author Ibrahim Berisha points out what a news should rely on when deciding to publish it. “The publication or broadcasting of news must rely on truth, which is verified through verifications and facts, presented impartially. A good title and subtitle contains the essence of the facts.” What is quoted clearly shows how the news should look like in its title, from its title to its content. But in reality, we do not find this in our portals in Kosovo during the research and what we read every day. What we read is news without an essential headline and without genuine news content. News as one of the most fundamental genres of journalism must constitute standard values and its essential elements. Author Berisha in his book “Genres of Journalism” mentions what these values are. The first one according to him is the importance (of the event), the Impact (the consequences), the actuality (the closeness of time), not ordinary. He also wrote that genologists point out that news is mostly read as it is dominated by relevance, influence, and the unusual. But this standard of value is ignored by our portals, because what we as readers see, and the answers received by the surveyors, confirm that the news on the portals that operate in Kosovo is for clicks only and not for the purpose of bringing news that have standards of values and elements of news. Whereas in reality a news story must be published before it is published: it is important, original, it brings emotion, it has an impact on the public and the person talking about it.

**Portals - Fake News**

Another negative phenomenon we notice is the publication of unconfirmed news, such as the headline: “Alarm / Woman dressed as this man is robbing children near schools.” This news that alarmed the public, or parents, which then turned out to be untrue and as a result a Roma woman was blamed. Speaking of untruths, the author Ibrahim Berisha divides them into two forms: “Untruth as purpose and untruth as a necessary consequence of abstracting the event - avoiding the essence of the event.” But it's not just Kosovo, part of the fake news online, there are also countries in the region as well as other countries around the world. One article on the Koha.net portal describes the reaction of President Donald Trump, who used the words “fake news”. Pointing out that these two words the US president made common to him and that he continues to use in making accusations against the US media for publishing fake news. It describes another case in Macedonia, where a false news, “President Trump signs a visa-free travel law for Macedonia” caused reactions in the country. Koha.net also publishes the words of Professor Frank Senso, “Fake news is not news that one dislikes, is not sensational, nor is it bad writing or poor analysis. The fake news is deliberately inaccurate and misleading.” The phenomenon of fake news is a global problem even the editor-in-chief of the daily Koha Ditore Agron Bajrami calls. In the show “Life in Kosovo” (aired on 14.02.2019), he has shown what is false news in the full sense of the word. “Fake news has even existed in the most professional media, because you make a mistake, or you have information that someone said or told two or three sources, and that's some confirmation that it is, but after a while it turns out that it's not like that. But this is not fake news. False news is when it is produced intentionally or in full consciousness.” Based
on a comparison made by Editor-in-Chief Bajrami, Kosovo stands out better in terms of professional journalism, and is more likely to fight the fake news phenomenon more easily. "Compared to the region we are better, because compared to Serbia Macedonia and Albania, Kosovo stands better because here we have much more stable and professional media and journalists than in these countries of the region, which means there is a lot of ground good to fight this fake news phenomenon. " Although, the Constitution of Kosovo, as the highest legal act, guarantees freedom of expression. But that does not mean that this freedom of expression is accompanied by fake news, and misinformation of opinion. Therefore, in this article in KosovaLive, the Press Code of Kosovo is specified. “Journalists and editors will ensure respect for factual truth and the public's right to know the truth. Journalists and editors should, in principle, rely on identifiable sources of information. Journalists and their publications have a professional obligation to timely correct any published information that is found to be inaccurate.

" Meanwhile, in a statement for "KosovaLive", the lecturer at the Faculty of Journalism at the University of Pristina, Dren Gerguri, has shown the motives of fake news. “There are two main motives for producing fake news, propaganda and financial gain. These two are the reasons why there has been, is and will be fake news published around the world. Therefore, it is extremely important that education on and about the media is a priority for the institutions concerned. In the absence of media education, the citizen of Kosovo can even trust everything he reads, misunderstands satirical portals or falls prey to fake news. I often see comments from citizens who, not understanding satire in the media content, do not humorously accept, but make serious discussions about something frivolous. ” In the book "FLU: How to Know the Truth in the Age of Information Overload" by both authors Bill Kovach and Tom Rosenstiel, it is fully explained how the Internet works in the service of information but also how information can "lose" value online. According to them, “the history of communication also tells us that new technologies will not change human nature. They will simply allow us to express and satisfy in many ways our curiosity about the world beyond direct personal experience. " So based on what the authors say, we understand that any change in this case of technology should be understood as facilitating the acquisition of information, but also as a process of knowing the world around us. In the online media monitoring report 2018 - 2019, “Online Madia Monitor” by the organization for Democracy, Anti-Corruption and Dignity, “Çohu", identified 92 articles in which the observers noted that there were allegations of violations of the Code's chapters of the Kosovo Press, out of which 41 were approved. In the context of this monitoring report on ethical violations, eight online media outlets were covered: Newspaper Express, Voice Newspaper, Indekssonline, Insider, Telegraph, Blic Newspaper, Kossev and North portal. However, the same report states that the Council of Madia aims to improve media reporting, and does not impose fines for such cases. "In this regard, the decisions of the Media Council, as an executive body, have a positive impact on the improvement of media reporting on the print media and the greater respect for the Press Code of Kosovo. The PCK in these cases does not impose fines, but voluntarily handles those cases, specifying the violations found, "the report said.
Online information / Opinions of media experts

The return of the printed newspaper to the online format has also changed the way of information in Kosovo. This is what the connoisseurs of the field say. Based on our interviews and research work, we have come to the conclusion that online information needs to be changed, but there are also portals that work in a better professional manner. Journalist and lecturer Abit Hoxha has said that there are portals that work by producing quality news, some just to gain clicks. “Some online media are very good and some are not. I do not believe it can generalize or abstract this aspect. There are portals that exclusively focus on news or half-click-only news while there are high quality portals.” What the media and journalism expert Abit Hoxha declares indicates that the way of information in the online media operating in Kosovo, the exact number of which is not yet known, does not prove to be satisfactory. On the other hand, when asked about the fake news, and the lack of citation, Hoxha, in the interview for this scientific paper, said that the problem lies with her, that according to him, the news does not pass through the editorial filters. “Getting news from one portal to another is a matter of ethics. Even for this story I have written that the portals are both the dissent of the Kosovo media and its decadence. In this case they are decadence because they not only receive the news unjustly but also do not cite the sources, do not confirm the news, etc. So the news doesn’t go through the proper editorial filters.” This makes it even better to understand and substantiate the findings of this paper, which state that portals operate without registration, even that they do not know the owners, and that there are no editors, lecturers, and journalists. In addition, Hoxha goes even further with his statements, saying that journalism in Kosovo is generally weak. “I don’t believe there is a solution for this job. Journalism is generally poor in Kosovo because it lacks the professionalism of journalists. This is just one of the main problems. Another problem is poor education in general, journalism sectorisation, independence, censorship and self-censorship... the influence of businesses on journalism, editorial influence, etc. That means the problem is structural and systematic. This issue cannot be resolved with a solution and there is no immediate solution. The development of the media sector in Kosovo will take more than a decade to rank with countries farther than the Balkan region.” Despite what the media and journalism expert Abit Hoxha says, it shows that a general mobilization is required to work for a more professional journalist. About copying and how portals work, he does not see the law as a solution, but wants better journalists. “No. This issue cannot be regulated by law. It would be a non-democratic, censorship law and invalidate the scene of journalism in Kosovo. It is up to the journalists themselves to improve.” However, despite this copyright law and the Code of Ethics in Kosovo are in place to regulate news copy cases, which according to Imer Mushkolaj, Director of the Board of the Press Council of Kosovo, remains a problem. failure to enforce laws and regulations as is the case in Kosovo. “The issue
of republishing news, namely plagiarism, in addition to the Code of Ethics of the Press Council of Kosovo, is also regulated by the copyright law. The legal basis exists, but it is problematic not to implement the relevant laws and regulations. Whereas, according to the results of the Press Council of Kosovo, during the 12 years of operation it has received 100 complaints related to the violation of the Code of Ethics. During almost 12 years of functioning, PCK has received about 100 complaints. In recent years the average of complaints per month is 20-30. Complaints are resolved on the basis of their nature, respectively, depending on allegations of violation of the Code of Ethics”, Mushkolaj said.

Conclusions

Online information has changed the way information is communicated not only in Kosovo but throughout the world. News publications in the online form have often brought confusion to readers who have often disbelieved them. The opening of portals in Kosovo, the numbers of which are not well known, have been operating and operating without registration at all. Even their owners are not known, they continue to operate without the necessary editors, lecturers, and numbers of journalists, with the latter being the key to producing the news. Such a situation, and a rapid modernization of the print media, has made the news lose its meaning and is not news in the full sense of the word. In our portals in Kosovo, we have news that has no headline or content that gives us facts and arguments, and often not even the basic elements that a genuine story needs. The news that we find today in the online format is solely to provide the necessary clicks, which will then be a financial gain for the undisclosed owners of these online media, which are unregistered, but not all. The portals also lack ethics, for which no answer is given. The problem for this seems to be the lack of media education, so it should start with the younger generations. Because non-media education is making us come to such conclusions that we do not have full-fledged news and professional journalism in the context of online information. The lack of media education is making the readers themselves unable to appreciate the correct news from the incorrect one or to know where to go and what media to trust. This requires reform and operation of the law, but also work for a more professional journalist.

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