#### ISSN No: 2230-7850

## International Multidisciplinary Research Journal

## Indian Streams Research Journal

Executive Editor Ashok Yakkaldevi Editor-in-Chief H.N.Jagtap

#### Welcome to ISRJ

#### RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

#### **Regional Editor**

Dr. T. Manichander

Mr. Dikonda Govardhan Krushanahari Professor and Researcher,

Rayat shikshan sanstha's, Rajarshi Chhatrapati Shahu College, Kolhapur.

#### **International Advisory Board**

Kamani Perera

Regional Center For Strategic Studies, Sri

Lanka

Janaki Sinnasamy

Librarian, University of Malaya

Romona Mihaila

Spiru Haret University, Romania

Delia Serbescu

Spiru Haret University, Bucharest,

Romania

Anurag Misra

DBS College, Kanpur

Titus PopPhD, Partium Christian University, Oradea, Romania

Mohammad Hailat

Dept. of Mathematical Sciences, University of South Carolina Aiken

Abdullah Sabbagh

Engineering Studies, Sydney

Ecaterina Patrascu

Spiru Haret University, Bucharest

Loredana Bosca

Spiru Haret University, Romania

Fabricio Moraes de Almeida

Federal University of Rondonia, Brazil

George - Calin SERITAN

Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi

Hasan Baktir

English Language and Literature

Department, Kayseri

Ghayoor Abbas Chotana

Dept of Chemistry, Lahore University of

Management Sciences[PK]

Anna Maria Constantinovici AL. I. Cuza University, Romania

Ilie Pintea,

Spiru Haret University, Romania

Xiaohua Yang PhD, USA

.....More

#### **Editorial Board**

Pratap Vyamktrao Naikwade

ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

R. R. Patil N.S. Dhaygude

Head Geology Department Solapur

University, Solapur

Rama Bhosale

Panvel.

Prin. and Jt. Director Higher Education,

Salve R. N.

Department of Sociology, Shivaji

University, Kolhapur

Govind P. Shinde

Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai

Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College,

Indapur, Pune

Awadhesh Kumar Shirotriya Secretary, Play India Play, Meerut (U.P.) Iresh Swami

Ex. Prin. Dayanand College, Solapur

Narendra Kadu

Jt. Director Higher Education, Pune

K. M. Bhandarkar

Praful Patel College of Education, Gondia

Sonal Singh

Vikram University, Ujjain

G. P. Patankar

S. D. M. Degree College, Honavar, Karnataka Shaskiya Snatkottar Mahavidyalaya, Dhar

Maj. S. Bakhtiar Choudhary Director, Hyderabad AP India.

S.Parvathi Devi

Ph.D.-University of Allahabad

Sonal Singh,

Vikram University, Ujjain

Rajendra Shendge

Director, B.C.U.D. Solapur University,

Solapur

R. R. Yalikar

Director Managment Institute, Solapur

Umesh Rajderkar

Head Humanities & Social Science

YCMOU, Nashik

S. R. Pandya

Head Education Dept. Mumbai University,

Alka Darshan Shrivastava

Rahul Shriram Sudke

Devi Ahilya Vishwavidyalaya, Indore

S.KANNAN

Annamalai University,TN

Satish Kumar Kalhotra

Maulana Azad National Urdu University

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India Cell: 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.org



## Isks Indian Streams Research Journal



ISSN: 2230-7850 Impact Factor: 4.1625(UIF) **Volume - 6 | Issue - 11 | December - 2016** 

#### **BIAS: DEGRADING FACE OF POLITICAL NEWS**

(A study of Indian news published on news portals during congress and BJP regime)

#### Dr. Amit Sharma

Guru Jambheshwar university of Science and Technology, Hisar, India.

#### **ABSTRACT**

ass media is an active participant of democratic society. Recent popular and theoretical literature emphasizes the every political news have any kind of Bias and agenda. The potential of media to color, distort and perhaps even degrade on entire world view. Hence, treatment of Indian political news provides us fact of great *importance. This content* analysis is based on mainly news portals, although it includes podcasting, webcasting and feedback of readers too. The result of this study is helpful to understand the treatment of Indian political news globally and measurement of bias.

**KEYWORDS**:bias, new media, news portals, Political news, webcast.



#### **INTRODUCTION:**

Mass media is informative & communicative tool. It not only informs and instruct but educate too. It is media that allow opposition voices to be heard. Politics is important of democracy and no one thinks politics without media. Thomas Jefferson concludes that if he had to choose between "a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter". If professional communicator can win over the opinion leaders, they have gone a long way towards winning public opinion as a whole what

soon become clear, as opinion leaders were investigated more closely, was that an opinion leader in one context was often an opinion seeker in an alternative (Lelia green, 2001). The opinion leader and opinion seeker roles vary with the topic of conversation/inquiry Online journalism and epapers have been aided by the rapid development in technology. Computers have been the platform on which internet has flourished. New media which has made such widespread impact has arrived hand in hand with the internet taking from roots (Dutta,

Spumya, 2013). Actually, development of internet provides the wing to mass media for fly high. Networked new media can transform journalism because it is interactive, on-demand, customizable; has the ability to incorporate new combination of text, image, moving pictures, sounds; can build communities based on shared interests and concerns and also offers unlimited space of reportorial depth, texture and context which is impossible in any other medium (Pavlik, V.J., 2001).

#### 1.1.Bias in political news

As we aware that print media has space constraints electronic media has time bond. Although news portals are free from such constraints but few bond are also there. In this situation, it is very difficult for an editor to what story should be

selected. Here bias may be in the selection process. However, bias may be in news reporting process i.e. coverage by giving more time and space to only one party's news. Bias is offering a partial perspective on facts. The degree to which bias is present in a text is often subject to considerable debate. We consider three types of bias, following the work by

**Selection bias or gatekeeping:** In politics, preference for selecting stories from one party. We observe selection bias by determining which media/community covers a certain story or person.

**Coverage bias:** The preference for giving a larger amount of coverage (time/space) to stories about one party. We observe coverage bias by looking at the amount of attention each story or person is given.

**Statement bias:** The preference for expressing more favorable (or more disfavorable) statements for one party. We observe statement bias by looking at the sentiments in statements mentioning different people (Saez-Trumper et al., 2013).

#### 1.2. Indian politics and BJP-congress

In Indian constitution, a multi-party system is accepted. Although mainly two parties come in power i.e. Bharatiya Janata party (BJP) and Congress. BJP has union with parties under the banner of National Democratic Alliance (NDA) and congress under the flagship of United Progressive Alliance (UPA). BJP is one of the two major political parties in India, along with Indian National Congress. Now BJP is country's largest political party in terms of representation in the parliament and state assemblies. It is world's largest party in terms of primary membership. The BJP is called as a right-wing party. BJP's origin is from Bharatiya Jana Sangh, formed in 1951 by Syama Prasad Mookerjee. In 1977, Jana Sangh merged with several other parties to form the Janata Party; it defeated the Congress in the 1977 general election first time. Congress was ruling from independence.

In 1980 Jana Sangh is reconvening to form the BJP. However, congress came again in power. After the 1998 general election, BJP-led coalition NDA formed a government. In the 2004 general election, NDA suffered an unexpected defeat and congress come in power again coalition UPA. a long time after in the 2014 general election then CM of Gujrat Narendra Modi leads the NDA government as Prime Minister and as of August 2016. Most of the time congress rules in India under the headship of Nehru-Gandhi family. First time in 1977 general election congress defeated badly, but after few years party wins with record seat. After 1991 numbers of MP of congress decreases, now it is bellow 50 in 545 member's lower house.

#### 1.3. Limitation of the study:

This research is only focused on news portal that is a combination of print and new media. It is time-consuming work. It is difficult to collect the information on a given time.

#### 1.4. Significance of the Study:

The present study is an effort to find the media treatment of political news globally. The ability to recognize bias in political statement consequently leads to less trust and less liking of news overall. Research is also helpful to find out the flow of information between the news portals. Many scholars clearly noted that all the decisions taken on the political ground can affect social, cultural and economic status.

#### 2. REVIEW OF LITERATURE

**Bias:** a one-sided inclination of the mind. Scholars indicate that bias is an unwilling element which is now a part of the political news. Perhaps bias may decrease but not removed. Using a signaling framework Burke (2008) posited that competition may actually increase bias, yet may improve the net welfare by expanding the market. Bruycker & Beyers (2015) found that bias could be defined as a situation where two or more entities, different organization types or organizations with conflicting policy positions, gain a significantly different amount of attention. It refers to a situation where two or more entities, different types of organizations or different sides of a conflict dimension are not evenly covered.

Due to the collaborative nature of their work and the way they are organized in work groups, technical employees, as compared with administrative employees, will communicate laterally and will use the telephone and email for this purpose (Hinds, Pamela & Kiesler, Sara, 1995).

Political knowledge and understanding are essential to the growth and maintenance of a healthy society. The mass media have often served an important role in informing the public and urging citizens' participation in

their government. News sources have traditionally been the foundation of public discourse (Milburn, Michael A. & McGrail, Anne B., 1992).

The public is inclined to overestimate the magnitude of the risks we face then this is generally explained with reference to the seeds of confusion sown by the content of media messages. By controlling the quality of information contained in media messages that they might help bring about a greater consensus as to the 'reality' of the risks we face (Wilkinson, Iain, 1999). It is possible that people who mistrust informational content of the media might not gain political information from them regardless of the extent of their use. They might instead use them for entertainment and other noninformational purposes (Katz, E. & Foulkes, D., 1962).

Government-controlled media can easily mislead the public so that no audience costs arise. It can be inferred that, without open media, authoritarian leaders may be able to stay in power after backing down or losing wars (Choi, S.W. & James, Patrick, 2007). Framing, as an attempt at political manipulation, occurs when an actor targets a decision maker and attempts to influence attitudes and behavior (Taylor-Robinson and Redd, 2002).

Purposeful framing, then, is an attempt by leaders and other influential actors to insert into the policy debate (or into a group deliberation), organizing themes that will affect how the targets themselves as well as the public and other actors (e.g., media) perceive an issue (Mintz and Geva, 1997). Framing, as an attempt at political manipulation, occurs when an actor targets a decision maker and attempts to influence attitudes and behavior (Taylor-Robinson, Michelle M., and Steven B. Redd, 2002). Public opinion is essential in a democratic society. Media plays a pivotal role in creating, sustaining, molding and evaluating public opinion (Yadav, A., 2007).

#### 3.1 Objectives of the Study

Politics is a key player of democracy and media provides a platform for politics. Here researcher found out placement and bias in news on five prominent continentals news portal. The purpose of research is to analyze the content of political news related to India published on news portals.

**RO1:** To know the frequency of political news published on news portals.

**RO2:** To know the placement of political news published on news portals.

**RO3:** To measure the bias in political news published on news portals.

**RO4:** To found out the association between placement on web page and bias in news.

#### 3.2 Hypotheses of the Study

 $H_1$ . There is an association between placement on web page and bias in news published on Aljazeera.

H<sub>2</sub>. There is an association between placement on web page and bias in news published on BBC.

H<sub>3</sub>. There is an association between placement on web page and bias in news published on CNN.

 $H_4$ . There is an association between placement on web page and bias in news published on NBT.

H<sup>5</sup>. There is an association between placement on web page and bias in news published on Xinhua.

#### 3.3. Research Design

The research design of the present study is analytical cum qualitative in nature, as the study aims to analyze the news on the qualitative parameter.

**Variables:** In this research, both dependent and independent variables has used.

Sample Design: The sample design of the present study comprises the following elements:

A. Universe- All political news published on news portals constitutes the universe of the present study.

**B.Sampling Element:** As it is impossible to examine the whole universe, few news portals globally have chosen for the present study.

**C.Sampling Unit:** Sampling unit of present study consists of political news related to India published on news portals under consideration.

**D.Sampling Technique:** In the present study, Judgment sampling method has followed to gather the data from the targeted news portals.

#### 3.4. Constructing content categories:

Heart of content analysis is the category system used to classify media content. In present research study researcher selected some parameter using prior coding. These are given bellow.

	Parameter					
1.	Portals where News published.	2.	Importance of news			
3.	Placement of news portal.	4.	Presence & Measurement of bias.			

#### 3.5. Period of study:

Period of the present study is 57 days. Data collection begins from February 12 to April 25 during congress regime and may 16 to July 15 during BPJ regime. Here few days in which election going on have not counted. Total 82 news published during congress regime and 106 news published during the BJP regime. It indicates that media of five prominent continentals give more attention to BJP regime.

#### 3.6. Nature and Sources of Data

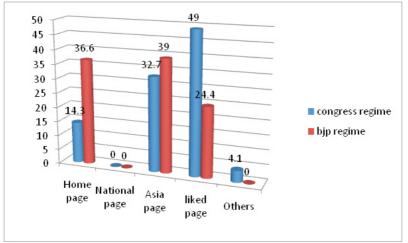
The present study primary data is used as a requirement of the research objectives. The primary data collected by conducting content analysis through prior coding. Data is nominal in nature.

#### 4. ANALYSIS:

#### 4.1 Importance of news

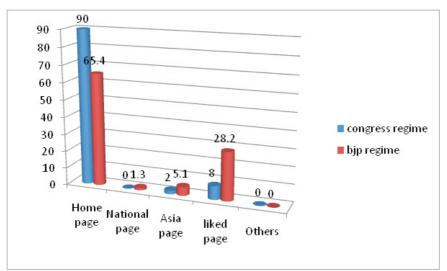
During congress regime, 60% of total published news is of national importance while only 40% are of international importance. On the other hand, during BJP regime, 52% of total published news is of international importance while resting 48% news is of national importance. It indicates that during BJP regime news of international importance published more in comparison to congress regime.

#### 4.2 Placement of news on portal Aljazeera.



**Analysis:** During congress regime, 14.3% of total news published on the home page of news portal Aljazeera. While 32.7% news published on Asia page. But half of the news i.e. 49% is published on linked page and rest 4.1% is on others. During BJP lead NDA regime 36.6% of total news published on the home page. 39% news published on Asia page while resting 24.4% news published on linked page.

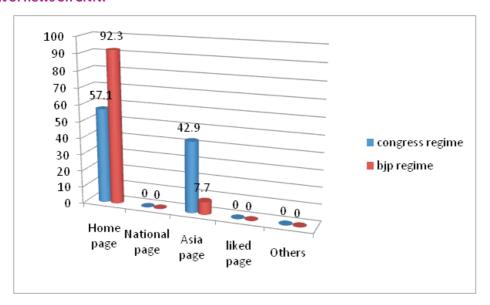
#### 4.3 Placement of news on portal BBC.



**Analysis:** During congress regime, 90.0% of total news published on the home page of BBC. While 2.0% news published on Asia page. Rest 8% news published on linked page.

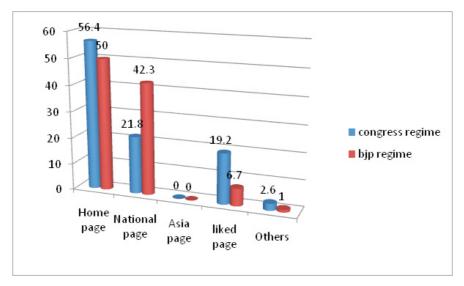
During BJP lead NDA regime 65.4% of total news published on the home page. 5.1% news published on Asia page while resting 28.2% news published on linked page. Only 1.3% news published on the national page.

#### 4.4 Placement of news on CNN.



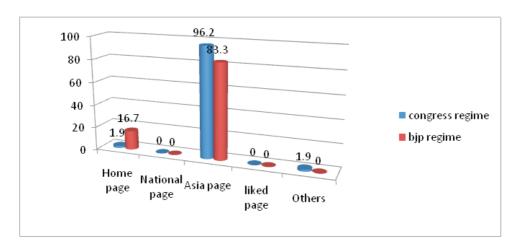
**Analysis:** During congress regime, 57.1% of total news published on the home page of news portal CNN. While 42.9% news published on Asia page. No news published on national, linked and others page. During BJP lead NDA regime 92.3% of total news published on the home page. Rest 7.7% news published on Asia page. No news published on national, linked and others page.

#### 4.5 Placement of news on portal NBT.



**Analysis:** During congress regime, 56.4% of total news published on the home page of NBT. While 21.8% news published on the national page. 19.2% of total news published on linked page and rest 2.6% news published on others page. While no news published in Asia page. During BJP lead NDA regime 50.0% of total news published on the home page. 42.3% news published on the national page while 6.7% news published on linked page. Only 1% news published on others page. No any bit of news published on Asia page

#### 4.6 Placement of news on portal Xinhua.



**Analysis:** During congress regime, 1.9% of total news published on the home page of Xinhua. While 96.2% news published on Asia page. Rest 1.9% news published on others page. No news published on the national page and linked the page. During BJP lead NDA regime 16.7% of total news published on the home page. 83.3% news published on Asia. No any news published on national, linked and others page.

#### 4.7 Presence of bias in political news

News portal	Bias in political news	Not biased	partially biased	Apparently biased
Aljazeera	During congress regime	57.1	28.6	14.3
	During BJP regime	34.1	46.3	19.5
BBC	During congress regime	70	24	6
	During BJP regime	30.8	41.0	28.2
CNN	During congress regime	28.6	71.4	0
	During BJP regime	53.8	38.5	7.7
NBT	During congress regime	48.7	32.1	19.2
	During BJP regime	41.3	34.6	24.0
Xinhua	During congress regime	47.2	26.4	26.4
	During BJP regime	37.9	33.3	28.8

**Analysis:** In Aljazeera news portal more than half (57.1%) news published during congress regime not biased. Another 28.6% news are partially biased and rest 14.3% news are apparently biased. While during BJP regime about half of news (46.3%) are partially biased and 19.5% are totally biased. Rest 34.1% are not biased.

In BBC news portal about two-third (70%), news published during congress regime are not biased. Another 24 % news are partially biased and rest 6% are apparently biased. While during BJP regime about 30.8% news are not biased. 41.0% news are partially biased. Rest 28.2% news are totally biased.

In CNN news portal 28.6 % news published during the congress regime is not biased. Another 71.4% news are partially biased. No totally biased news seen in the news portal. While during BJP regime 53.8% news are not biased. Rest 38.5% news are partially biased and 7.7% news are totally biased.

In NBT news portal 48.7 % news published during congress regime is not biased. Another 32.1% news are partially biased. Rest 19.2% news are totally biased. While during BJP regime 41.3% news are not biased. Rest 34.6% news are partially biased and 24.0% news are totally biased. During BJP lead NDA regime 16.7% of total news published on the home page. 83.3% news published on Asia. No any news published on national, linked and others page.

In Xinhua news portal 47.2 % news published during congress regime is not biased. Another 26.4% news are partially biased. Rest 26.4% news are totally biased. While during BJP regime 37.9% news are not biased. Rest 33.3% news are partially biased and 28.8% news are totally biased.

#### 4.8 Measurement of bias in political news

News portal	Bias in political news	Selection bias	Coverage bias	Statement bias	Not applicable
Aljazeera	During congress regime	10.2	24.5	8.2	57.1
	During BJP regime	24.4	12.2	29.3	34.1
BBC	During congress regime	4.0	20.0	6.0	70.0
	During BJP regime	28.2	14.1	26.9	30.8
CNN	During congress regime	14.3	28.6	28.6	28.6
	During BJP regime	15.4	7.7	23.1	53.8
NBT	During congress regime	9.0	33.3	9.0	48.7
	During BJP regime	28.8	13.5	16.3	41.3
Xinhua	During congress regime	11.3	41.5	3.8	43.4
	During BJP regime	42.4	10.6	9.1	37.9

Analysis: In Aljazeera news portal 10.2% news published during congress regime have selection bias. A quarter

of total news (24.5%) having coverage bias and 8.2% have statement bias. While during BJP regime 24.4% news have selection bias. Another 12.2% news have coverage bias and 29.3% news have statement bias.

In BBC news portal 4.0% news published during congress regime have selection bias. One-fifth of total news (20.0%) having coverage bias and 6.0% have statement bias. While during BJP regime 28.2% news have selection bias. Another 14.1% news have coverage bias and 26.9% news have statement bias.

In CNN news portal 14.3% news published during congress regime commingles with selection bias. 28.6% news having coverage bias and same 28.6% news have statement bias. While during BJP regime 15.4% news have selection bias. Another 7.7% news have coverage bias and 23.1% news have statement bias.

In NBT news portal 9.0% news published during congress regime commingle with selection bias. 33.3% news having coverage bias and 9.0% news have statement bias. While during BJP regime 28.8% news have selection bias. Another 13.5% news have coverage bias and 16.3% news have statement bias.

In Xinhua news portal 11.3% news published during congress regime has selection bias. About half (41.5%) news having coverage bias and only 3.8% news have statement bias. While during BJP regime about half (42.4%) news have selection bias. Another 10.6% news have coverage bias and rest 9.1% news have statement bias.

#### 4.9 Association between placement and measurement of biasness in news portal Aljazeera.

Govt. tenure	Placement of	Measurement of biasness					
	news	Selection bias	Coverage bias	Statement bias	Not applicable		
During	Home page	0.0%	42.9%	0.0%	57.1%		
congress	National page			0.0%	0.0%		
regime	Asia page	6.2%	25.0%	18.8%	50.0%		
	Linked page	16.7%	20.8%	4.2%	58.3%		
	Others	0.0%	0.0%	0.0%	100.0%		
During BJP	Home page	13.3%	13.3%	26.7%	46.7%		
regime	Asia page	31.2%	12.5%	31.2%	25.0%		
	Linked page	30.0%	10.0%	30.0%	30.0%		
	Others						

Analysis: After applying crosstab researcher find out that during congress regime news published on home page has 42.9% coverage bias and rest 57.1% news not biased. 6.2% news published on Asia page has selection bias, 25% has coverage and 18.8% news has statement bias, although 50% news is not biased. On linked page, 16.7% news has selection bias, 20.8% news has coverage bias and 4.2% news has statement bias. Rest 58.3% news is not biased. On the other hand, all news published on other page is not biased.

During BJP regime, respectively 13.3% news published on home page has selection and converge bias. Other 26.7% news has statement bias and rest 46.7% news is not biased. 31.2% news published on Asia page has selection bias, 12.5% news has coverage bias and 31.2% news has statement bias. Rest 25% news is not biased. News published on linked page 30% has selection bias, statement bias and not biased respectively. While other 10% news has coverage bias.

#### 4.9.1 Chi-square test

Pearson Chi-Square	Govt. tenure	Value	df	Sig. (2-sided)
	During congress regime	7.925 <sup>a</sup>	9	.542
	During BJP regime	2.435 <sup>a</sup>	6	.876

 $Ho_1$ . There is no association between placement on web page and measurement of bias in news published on Aliazeera.

**Interpret results.** Since the P-value (0.542 & 0.876) is more than the significance level (0.05), we fail to reject the null hypothesis. Thus we conclude that there is no association between placement on web page and

measurement of bias in news published on Aljazeera.

#### 4.10 Association between placement and measurement of biasness in news portal BBC.

Govt. tenure	Placement of news	Measurement of biasness					
		Selection bias	Coverage bias	Statement bias	Not applicable		
During	Home page	4.4%	20.0%	6.7%	68.9%		
congress	National page						
regime	Asia page	0.0%	0.0%	0.0%	100.0%		
	Linked page	0.0%	25.0%	0.0%	75.0%		
During BJP	Home page	23.5%	15.7%	29.4%	31.4%		
regime	National page	100.0%	0.0%	0.0%	0.0%		
	Asia page	25.0%	0.0%	0.0%	75.0%		
	Linked page	36.4%	13.6%	27.3%	22.7%		
	Others						

**Analysis:** During congress regime news published on home page has 4.4% selection bias, 20.0% coverage bias and 6.7% news has statement bias. Rest 57.1% news is not biased. All news published on Asia page is not biased. On page, 25.0% news has coverage bias and rest 75.0% news is not biased.

During BJP regime, 23.5% news published on home page has selection, 15.7% news has converage bias and 29.4% has statement bias. Rest 31.4% news is not biased. All news published on national page has selection bias. While 25.0% news published on Asia page has selection bias and rest 75% news is not biased. News published on linked page, 36% has selection bias, 13.6% has coverage bias and 27.3% news has statement bias. While resting 22.7% news is not biased.

#### 4.10.1 Chi-square test

Pearson Chi-Square	Govt. tenure	Value	df	Sig. (2-sided)
	During congress regime	.956ª	6	.987
	During BJP regime	8.340 <sup>a</sup>	9	.500

Ho<sub>2</sub>. There is no association between placement on web page and measurement of bias in news published on BBC.

Interpret results. Since the P-value (0.987 & 0.500) is more than the significance level (0.05), we fail to reject the null hypothesis. Thus we conclude that there is no association between placement on web page and measurement of bias in news published on BBC.

#### 7.11 Association between placement and measurement of biasness in news portal CNN.

Govt.	Placement of	Measurement of biasness					
tenure	news	Selection bias	Coverage bias	Statement bias	Not applicable		
During	Home page	25.0%	0.0%	50.0%	25.0%		
congress	Asia page	0.0%	66.7%	0.0%	33.3%		
regime	Linked page						
During BJP	Home page	8.3%	8.3%	25.0%	58.3%		
regime	Asia page	100.0%	0.0%	0.0%	0.0%		
	Linked page						

**Analysis:** During congress regime, 25.0% news published on home page has coverage bias and 50.0% news has statement bias. Rest 25% news is not biased. 66.7% news published on Asia page has coverage bias and rest 33.3% news is not biased. No news published on linked and national page.

During BJP regime, 8.3% news published on home page has selection and converge bias. Other 25.0%

news has statement bias and rest 58.3% news is not biased. All news published on Asia page has selection bias.

#### 4.11.1 Chi-square test

	Govt. tenure	Value	df	Sig. (2-sided)
Pearson	During congress regime	4.958 <sup>a</sup>	3	.175
Chi-Square	During BJP regime	5.958 <sup>a</sup>	3	.114

Ho<sub>3</sub>. There is no association between placement on web page and measurement of bias in news published on CNN

**Interpret results.** Since the P-value (0.175 & 0.114) is more than the significance level (0.05), we fail to reject the null hypothesis. Thus we conclude that there is no association between placement on web page and measurement of bias in news published on CNN.

#### 4.12 Association between placement and Measurement of biasness in news portal NBT.

Govt. tenure	Placement of news	Measurement of biasness					
		Selection bias	Coverage bias	Statement bias	Not applicable		
During	Home page	6.8%	31.8%	6.8%	54.5%		
congress regime	National page	17.6%	23.5%	11.8%	47.1%		
	Linked page Others	0.0%	53.3%	13.3%	33.3%		
During BJP	Home page	30.8%	13.5%	13.5%	42.3%		
regime	National page	27.3%	13.6%	20.5%	38.6%		
	Linked page	28.6%	14.3%	0.0%	57.1%		
	Others	0.0%	0.0%	100.0%	0.0%		

**Analysis:** During congress regime 6.8 % news published on home page has selection and statement bias respectively. While 31.8% news has coverage bias and rest 54.5% news is not biased. On national page, 17.6% published with selection bias, 23.5% news with the influence of coverage and 11.8% news has statement bias. Rest 47.1% news is not biased. 53.3% news published on linked page has coverage bias, 13.3% news has statement bias and rest 33.3% news is not biased.

During BJP regime, 30.8% news published on home page has selection, 13.5% news has coverage bias and 13.5% news has statement bias. Rest 42.3% news is not biased. 27.3% of total news published on national page has selection, 13.6% has coverage and 20.5% news has statement bias. Rest 38.6% news is not biased. On the other hand, 28.6% news published on linked page has selection bias, 14.3% news has coverage and rest 57.1% news is not biased. All the news published on others page is influenced by statement bias.

#### 4.12.1 Chi-square test

Pearson Chi-Square	Govt. tenure	Value	df	Sig. (2-sided)
	During congress regime	11.655 <sup>a</sup>	9	.233
	During BJP regime	7.602 <sup>a</sup>	9	.575

 $Ho_4$ . There is no association between placement on web page and measurement of bias in news published on NRT

**Interpret results.** Since the P-value (0.233 & 0.575) is more than the significance level (0.05), we fail to reject the null hypothesis. Thus we conclude that there is no association between placement on web page and measurement of bias in news published on NBT.

54.5%

34.5%

During

regime

Home page

Asia page

Govt. tenure	Placement of news	Measurement of biasness			
		Selection bias	Coverage bias	Statement bias	Not applicable
During	Home page	0.0%	0.0%	0.0%	100.0%
regime	Asia page	11.8%	43.1%	3.9%	41.2%
	Others	0.0%	0.0%	0.0%	100.0%

#### 4.13 Association between placement and Measurement of biasness in news portal Xinhua.

Analysis: During congress regime all news published on home page is not biased. On the other hand, 11.8% news published on Asia page has selection bias, 43.1% has coverage bias and 3.9% news has statement bias. Rest 41.2% news is not biased. All news published on others page is not biased.

9.1%

10.9%

18.2%

7.3%

18.2%

47.3%

During BJP regime, 18.2% news published on home page has selection and statement bias respectively. Other 9.1% news has coverage bias and rest 54.5% news is not biased. 47.3% news published on Asia page has selection bias, 10.9% news has coverage bias and 7.3% news has statement bias. Rest 34.5% news is not biased.

#### 4.13.1 Chi-square test

Pearson Chi-Square	Govt. tenure	Value	df	Sig. (2-sided)
	During congress regime	2.711 <sup>a</sup>	6	.844
	During BJP regime	4.025 <sup>a</sup>	3	.259

Ho<sub>s</sub>. There is no association between placement on web page and measurement of bias in news published on Xinhua

**Interpret results.** Since the P-value (0.844 & 0.259) is more than the significance level (0.05), we fail to reject the null hypothesis. Thus, we conclude that there is no association between placement on web page and measurement of bias in news published on Xinhua.

#### **5. RESULTS AND CONCLUSION:**

I. During BJP regime Indian news of international importance covered more globally

II. News published on portal Aljazeera during BJP regime found the important place like the home page and Asia page in comparison to congress regime.

III. During Congress regime BBC given more importance to news related India in comparison to BJP regime.

IV.During BJP regime CNN & Xinhua given more importance to news related to India in comparison to Congress regime.

V.During Congress regime NBT given partially more importance to news related to India on home page in comparison to BJP regime. While on national page more prominent place provided during BJP regime.

VI.During congress regime more unbiased news published. While during BJP regime partially and totally biased news are more published on Aljazeera. On BBC, during congress regime most of news published not biased. While during BJP regime partially and totally biased news are more. On CNN, During BJP regime most of news published is not biased. While during congress regime partially biased news are more published. On NBT, during congress regime more not biased news published. On Xinhua, during congress regime unbiased news is published more. While during BJP regime partially biased news are more.

VII.During BJP regime news published on portal Aljazeera, BBC, NBT and Xinhua have more selection and Statement bias. While during congress regime more news published in influence of Coverage bias. On news portal CNN, more news published with influence of coverage and statement bias.

VIII.During congress regime more news published influenced by coverage bias on news portal Aljazeera's home page, Asia page and page. While during BJP regime news influenced by selection and statement bias are published more on home, Asia and linked page.

IX. During congress regime more news published influenced by coverage bias on news portal BBC's home page. While during BJP regime news influenced by selection and statement bias are published more on home, Asia and linked page.

X.During congress regime news influenced by selection and statement bias are published more on news portal CNN's home page. While during BJP regime news influenced by selection bias is published more on Asia page.

XI.During congress regime news influenced by coverage bias is getting more importance on news portal NBT's home page, national and linked page. While during BJP regime news influenced by selection and statement bias are obtaining more importance on home & national page.

XII.During BJP regime news influenced by selection, coverage and statement bias are obtaining more importance on news portal Xinhua's home page and Asia page. Same as on Asia page news influenced by selection bias getting more importance. While during congress regime news influenced by coverage bias is obtaining more importance on Asia page.

#### 9. REFERENCES

1.Bruycker, I.D. & Beyers J. (2015). Balanced or biased? Interest groups and legislative lobbying in the European news media. Political Communication, 32:3, 453-474.

2.Burke, J. (2008). Primetime spin: Media bias and belief-confirming information. Journal of Economics and Management Strategy, 77 (3), 633-665.

3.Choi, S.W. & James, Patrick (2007). Media Openness, Democracy and Militarized Interstate Disputes. British Journal of Political Science, Vol. 37, No. 1 (Jan., 2007), pp. 23-46.

4.D'Alessio and M. Allen. Media bias in presidential elections: a meta-analysis. J.of Communication, 50(4):133–156, 2000.

5. Dutta, Spumya (2013). Online journalism and E-papers: A new age. Communication today, 15(1), 76-85.

6.Hinds, Pamela & Kiesler, Sara (1995). Communication across Boundaries: Work, Structure, and Use of Communication Technologies in a Large Organization. Organization Science, Vol. 6, No. 4 (Jul. - Aug.), pp. 373-393. Ibid-374.

7.Katz, E. & Foulkes, D.(1962). On the Use of Mass Media as 'Escape'. Public Opinion Quarterly, Vol. 26, pp. 377-388.

8. Lelia green (2001). Technology adaptation and diffusion, communication, society and technology (pp.36), sage publication: London.

9. Milburn, Michael A. & McGrail, Anne B. (1992). The Dramatic Presentation of News and Its Effects on Cognitive Complexity. Political Psychology, Vol. 13, No. 4 (Dec.), pp. 613-632. Ibid-613.

10.Mintz, Alex and Nehemia Geva: 1997, 'Marketing Peace in the Middle East', Discussion paper, Program in Foreign Policy Decision Making, Texas A&M University, Texas.

11. Pavlik, V.J. (2001). Journalism and new media. New York Chichester, west susssex: Columbia University press.

12.Saez-Trumper, D., Castillo, C., & Lalmas, M. (2013). Social media news communities. In Proceedings of the 22nd ACM international conference on Conference on information & knowledge management - CIKM '13 (pp. 1679–1684). New York, New York, USA: ACM Press. https://doi.org/10.1145/2505515.2505623

13. Sharma, A., (2015). A comparative study of political news related to India on news portals. Guru jambhewar university of science and technology, Hisar. Published Ph.D. on March 2015. Pp 01-198.

14.Taylor-Robinson, Michelle M. and Steven B. Redd: 2002, 'Framing and the Poliheuristic Theory of Decision: The United Fruit Company and the 1954 U.S.-Led Coup in Guatem ala', in Alex Mintz (ed.), Integrating Cognitive and Rational

15. Thomas Jefferson to Edward Carrington.

http://press-pubs.uchicago.edu/founders/documents/amendl\_speechs8.html. Retrieved on 02/11/2016 16.Wilkinson, Iain (1999). News Media Discourse and the State of Public Opinion on Risk. Risk Management, Vol. 1, No. 4, pp. 21-3. Page-21

17. Yadav, A. (2007). Opinion pool surveys: band-vagon are underdog effect?. Communication Today, Vol -10 (2), page no. -30-42. Pp-30.



**Dr. Amit Sharma** 

Guru Jambheshwar university of Science and Technology, Hisar, India.

# Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

### Associated and Indexed, India

- ★ International Scientific Journal Consortium
- \* OPEN J-GATE

### Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal 258/34 Raviwar Peth Solapur-413005,Maharashtra Contact-9595359435 E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com

Website: www.isrj.org