



Added journalistic value on YouTube

Valor agregado periodístico en YouTube

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ABSTRACT

The objective was to analyze the journalistic added value on YouTube from the context of Curwen's newspaper. It was descriptive and the population sample consisted of 309 users of the Curwen newspaper. The 41.1% agree and 54.7% in the option totally agree, which qualifies with good valuation the informative content as verifiable. Journalism through YouTube channels should bet on a dialogic, balanced and pluralistic aptitude to promote a communication based on ethics as a dominant factor in the promotion of the messages transmitted, helping to promote a journalistic practice of height, avoiding improvisation, unresearched guidelines from reliable sources, designing a message configured to reality and not to the speculation of the one who transmits it.

Descriptors: social media; audience participation; communication ethics. (Source: UNESCO Thesaurus).

RESUMEN

El objetivo consistió en analizar el valor agregado periodístico en YouTube desde el contexto del diario de Curwen. De tipo descriptiva siendo la muestra poblacional conformada por 309 usuarios del diario de Curwen. El 41,1% está de acuerdo y 54,7% en la opción totalmente de acuerdo, lo cual califica con buena valoración el contenido informativo como verificable. El periodismo por medio de los canales de YouTube debe apostar a una aptitud dialógica, equilibrada y plural en función de promover una comunicación sustentada en la ética como factor central de la promoción de los mensajes transmitidos, ayudando esto a promover una práctica periodística de altura, evitándose la improvisación, pautas no investigadas de fuentes confiables, diseñando un mensaje configurado a la realidad y no a la especulación de quien lo transmite.

Descriptores: medios sociales; participación del público; ética de la comunicación. (Fuente: Tesoro UNESCO).

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Research articles section



INTRODUCTION

The migration of the communicational media to the internet space allows thinking about informative channels managed on the YouTube platform, being important to know if the journalistic added value (VAP) is effectively articulated, as this allows with a projection of information in quality of the governing principles of journalism as a science that should be studied to grow in favor of promoting a better service to the user. Therefore, VAP is conceived as the effort made by the journalist to improve the quality of information, being a sensitive entity that the receiver does not perceive at first glance (Osorio-Matorel, 2018).

At this level we speak of alternative journalism, specifically on the YouTube platform as an experience that seeks to provide from the democratic principles of human interrelation an exchange of information in freedom of expression, but with respect for the parties involved, avoiding sensationalism or yellowness that ends up destroying the prestige of those who practice journalism and the medium through which it is transmitted (de-Oliveira, 2011).

Especially, when it should be taken into account that there are differences with traditional media, among which is that, in digital platforms, a dynamic exchange can be developed between the sender and receiver, without this representing properly a community journalism, if not, it should be perceived as a participation in which the principles of journalistic quality should be ensured (Suárez-Villegas, 2017).

Being remarkable in this sense that, in Peru, in recent years have been generating alternative channels in digital media such as the YouTube platform, being considerable to study if these transmit in their messages on a par with the journalistic added value (VAP), a message of intellectual, critical, reflective growth content, towards the population with the intention of generating an objective perception of the various news that are transmitted in this digital newspaper. Especially, when authors such as (Lecheler & Kruike-meier, 2016), warn that journalists have accepted the techniques proposed to obtain news in digital media, but they distance themselves from providing credibility as an informational source to them.

Thus, it is proposed to analyze the journalistic added value in YouTube from the context of Curwen's diary.

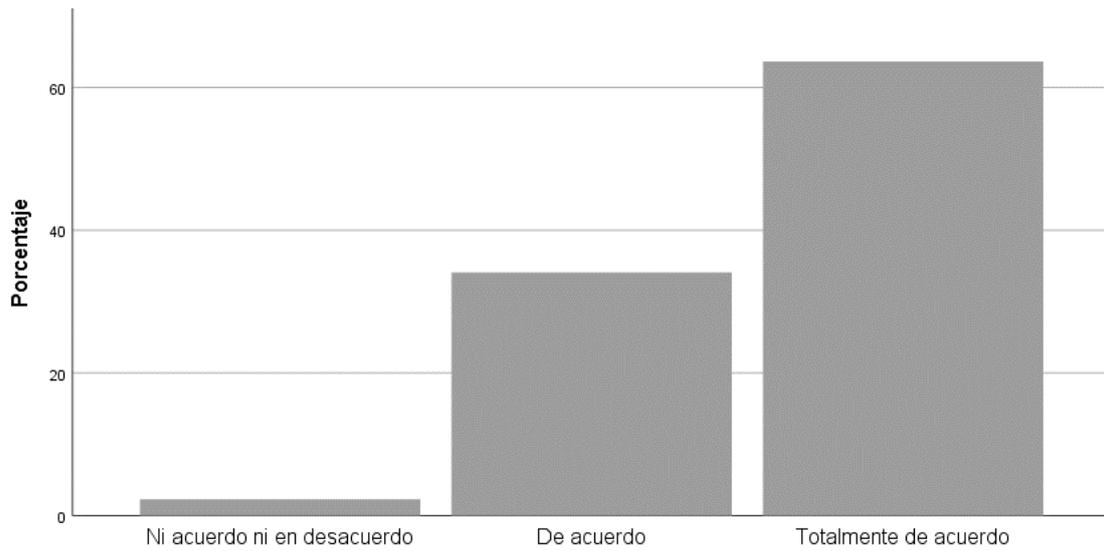
METHOD

The research approach used was quantitative descriptive with a non-experimental field design, being the population sample formed by 309 users of the Curwen newspaper, which is transmitted on the YouTube platform, where news about the context of the city of Lima - Peru are generated.

An online survey was applied via email and wasap group, being the instrument a Likert scale questionnaire with 18 items and three response alternatives, being validated by the judgment of three experts, obtaining a Cronbach's Alpha coefficient of 0.861 being reliable for its application, these data were obtained by conducting a pilot test in a sample of 18 people with similar characteristics to those who meet the inclusion criteria, but without being part of it. Once the data were obtained, they were analyzed by means of descriptive statistics with the intention of providing an answer to the research objective.

RESULTS

The results are presented in graphs with their respective percentage distribution, according to the dimensions of journalistic value added (VAP).



Graph 1. Evaluation of information content

It can be seen that 2.3% responded in the alternative neither agree nor disagree, 34% agree and 63.8% in the option totally agree, which qualifies the YouTube channel 'Curwen's diary' with a good valuation by the population sample.

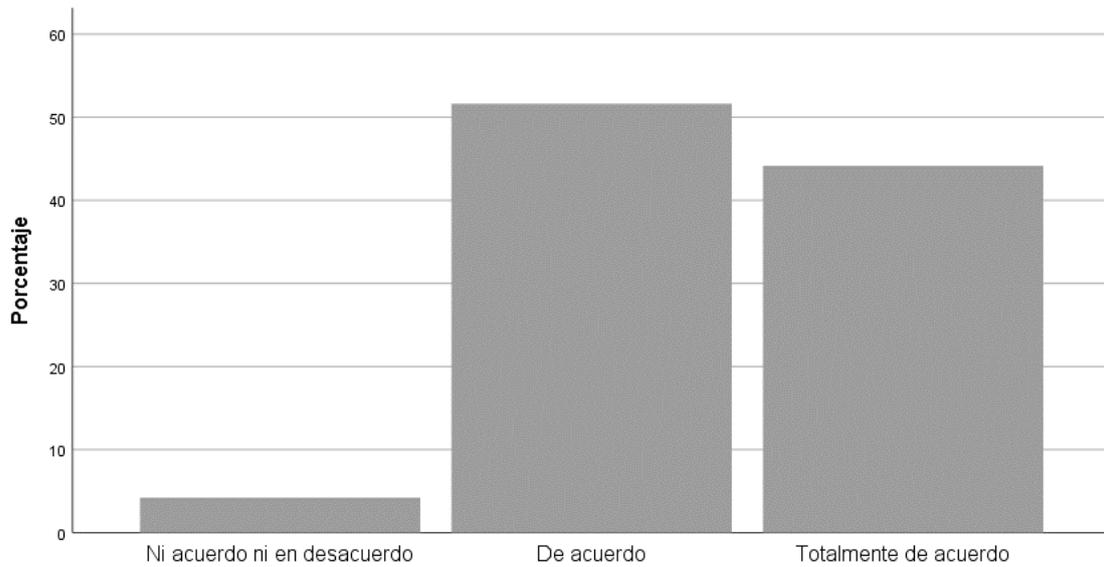


Figure 2. Identification of the protagonists of the news item

The 4.2% responded in the alternative neither agree nor disagree, 51.6% agree and 44.2% in the option totally agree, which positively values by the population sample, the protagonists of the news presented.

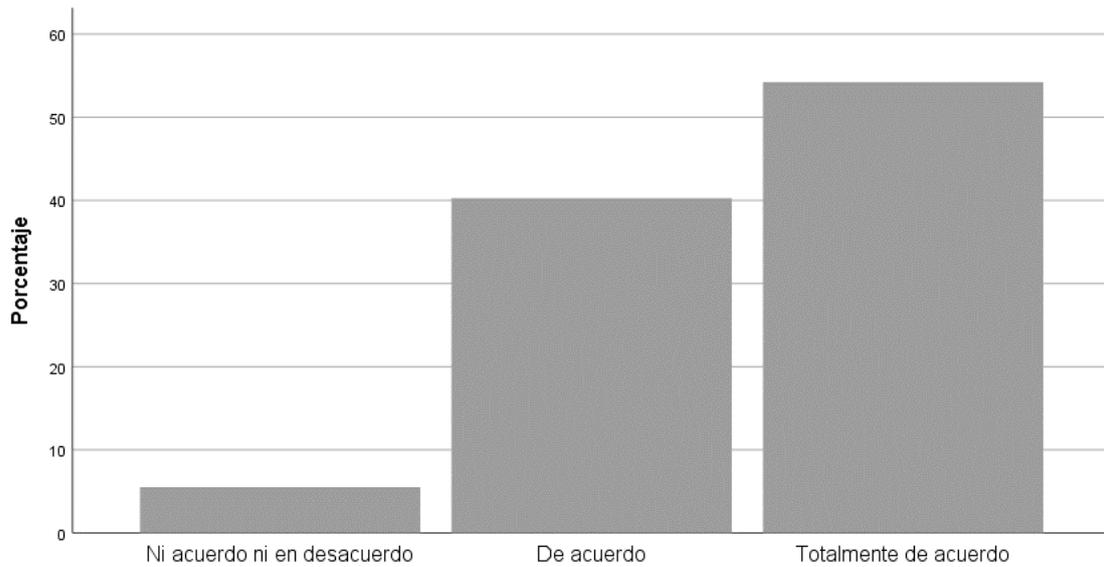


Figure 3. Identification of news content

The 5.5% responded in the alternative neither agree nor disagree, 40.5% agree and 54% in the option totally agree, which qualifies the identification of the content of the news with a good valuation by the population sample.

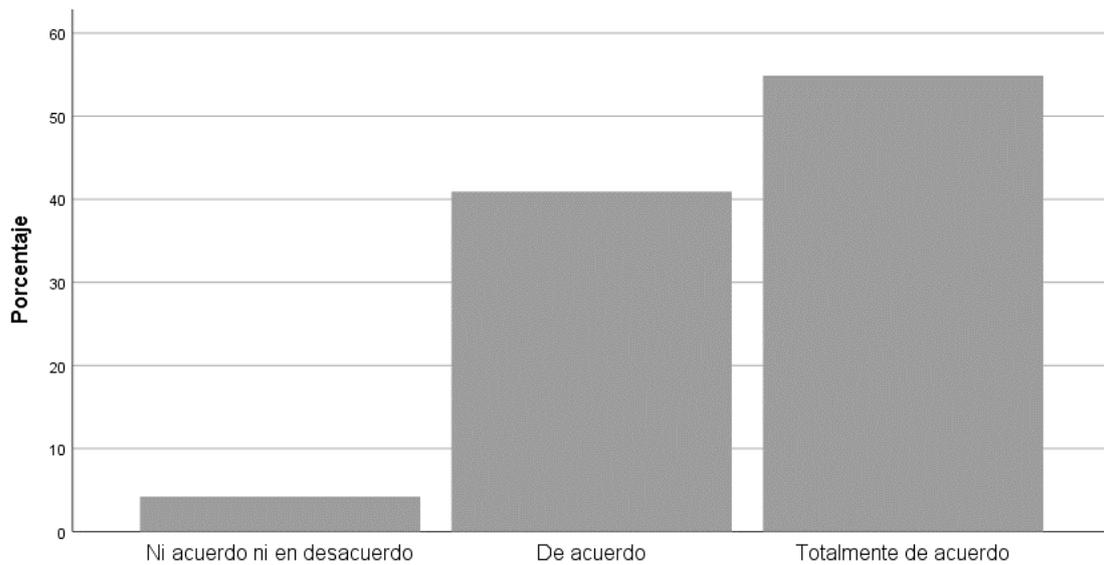


Figure 4. Information content is verifiable

The 4.2% responded in the alternative neither agree nor disagree, 41.1% agree and 54.7% in the option totally agree, which qualifies with good valuation on the part of the population sample, on the informative content is verifiable.

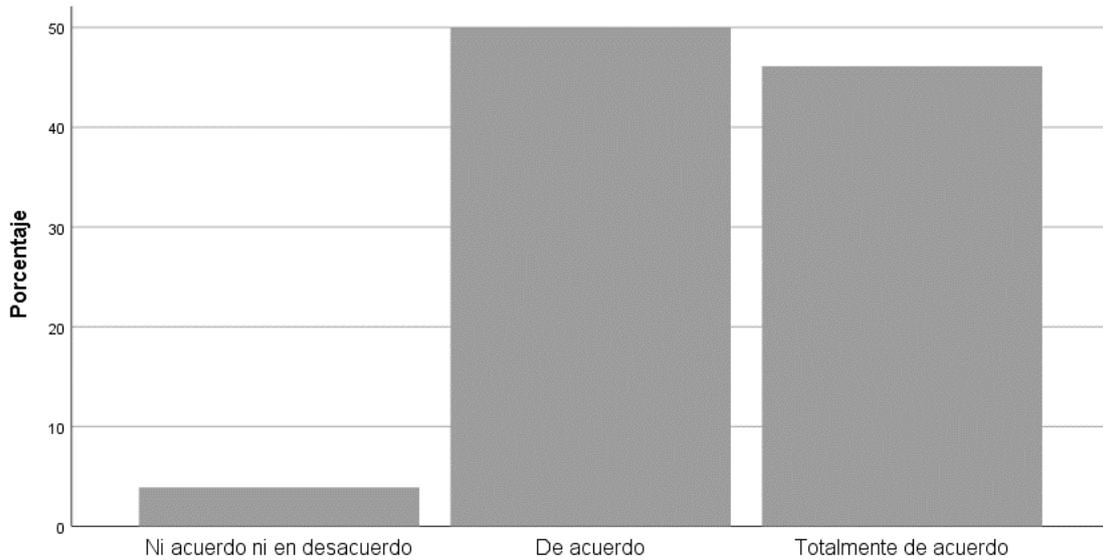


Figure 5. *Contrasts different perspectives of the reality.*

The 3.9% responded in the alternative neither agree nor disagree, 50.2% agree and 46% in the option totally agree, which qualifies with good valuation on the part of the population sample, on whether different perspectives of reality are contrasted.

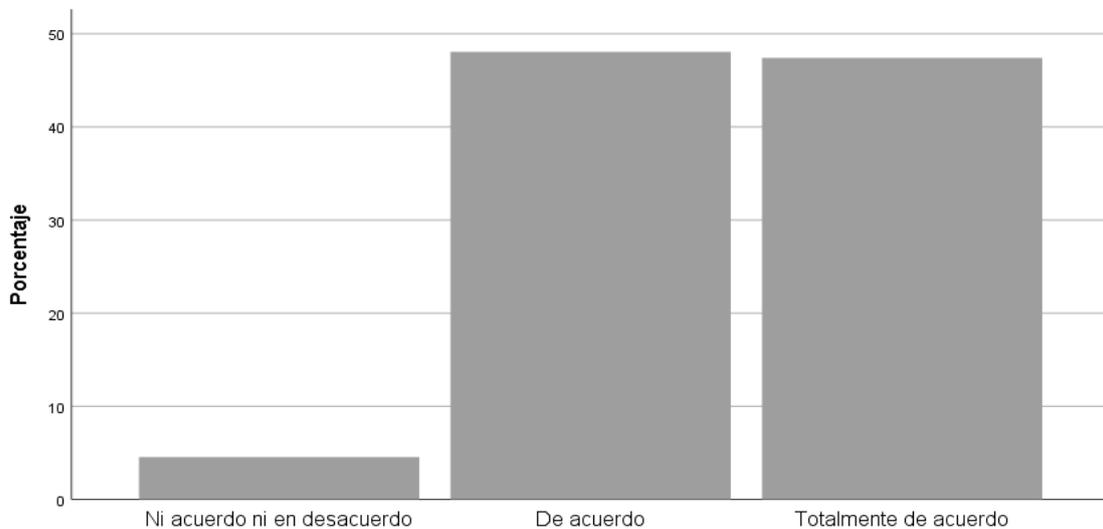


Figure 6. *Curwen's diary is transparent*

4.5% responded in the alternative neither agree nor disagree, 47.9% agree and 47.6% in the option totally agree, which qualifies with good valuation on the part of the population sample, about Curwen's diary is transparent.

Discussion

In correspondence with the descriptive data of positive assessment by young users of the YouTube channel Curwen's diary, it is related to what was stated by (Feijoo & Fernández-Gómez, 2021), indicating that young people tend to provide good appreciation to YouTube channels, who determine positive preferences for Streaming platforms (Ramírez-Ochoa, 2016) which indicates that there is a media impact of the factors inherent to the journalistic added value (VAP), thus



confirming the approach of (Odriozola-Chéné, et al. 2019), where it is necessary to continue with the exhortation to monitor the existence of quality guidelines in order not to lose the journalistic north of informing the public objectively.

In addition (Atarama-Rojas, et al. 2017), comment that young people tend to follow the channels on social networks because they tend to transmit a more colloquial language, as well as it is also related to what was raised by (Rizo-García, 2015), who states that the "millennial" generation, identifies with the concrete message, this being a relevant point when transmitting information through the YouTube channel 'Curwen's diary'. In question, users consider relevant the information provided, which coincides with (Montes-de-Oca & Urbina, 2015), who invite to promote a journalistic practice of height, where work is done in terms of providing a quality information service, which includes the design of guidelines, presentation of news under a criterion of reliability.

In addition, (Rodrigo-Alsina & Cerqueira, 2019) and (Rincón, 2017), consider it necessary to build a journalism based on respect and credibility of information sources, providing the user to check them, in order to avoid a wild journalism, improvised, lacking quality, which indicates that the YouTube channel Curwen's diary, aims to provide information on equal terms to all its users.

Based on the concepts "Journalistic Added Value" for the operationalization of the variable "valuation of informative content", the following dimensions are established: fairness, relevance and accuracy, without considering "fairness" as it is related to informative fairness. Likewise, (Romero-Rodríguez, et, al. 2017), catalog other complementary elements for each dimension of informative quality: first, thematic diversity, identification of protagonists of the facts, identification of antagonists of the facts, informative attention to social problems, informative attention to social interests and informative attention to social needs.

The aforementioned standards may indicate the fairness of the different points of view and sources in informative contents; second, the informative interest, prominence, proximity to the audience about the informative quality of a media or digital platform; as for its accuracy, they indicate the verification of the facts through the information sources, veracity of the reported facts, informative plurality, objectivity, informative transparency, responsibility in the attribution of the facts and the provision of complete data in the information.

Finally (Odriozola-Chéné, et al. 2019), in their study considered the importance of VAP as a fundamental process to determine the quality of journalistic news, with the aim of aiming at a journalism that impacts within the media ecosystems and that is an important reference to make information known. However, the results of the study demonstrated the urgent need to design quality guidelines that are established as models and that allow to contextualize with the reality of the user in which the information is directed, so the journalist must take into account the factors that can directly and indirectly influence the generation and transmission of messages, In this sense, when talking about YouTube as an informative channel, the moderator or journalist must keep in mind the criteria of VAP, in order to spread a message attached to the ethical criteria of journalism, together with the fairness of the information to encourage the objective analysis of the audience.

Another factor to take into account in the transmission of YouTube as an informative channel is that this platform was initially born as entertainment, so the potential audience is in the "millennial" generation, being this an audience interested in the concreteness of the message, this leads to the existence of alternative media more attached to capture audience (followers), than to transmit an objective message, which could use criteria not entirely adjusted to journalism (Rizo-García, 2015).

Thus, through YouTube, alternative media not only reproduce information in similarity to the traditional format of TV news, but can also generate journalist opinion programs in different approaches, i.e., political, sports, educational, being that in a way can generate opinions not based on the certainty of the source, but in the generation of the yellowing with the intention of making popular the channel or the moderator of the program, this is distanced from the quality of journalism.



Being necessary to resort to visual semiotics as a means to analyze the meaning and the signifier of the messages that are transmitted by the informative channels of YouTube, from where the interaction of the message is analyzed, composed by the various symbols configured in capturing the attention of the audience, in that way, the journalistic message must be immersed in a process composed of confluent factors to quality, this being an evaluative indicator of the "Journalistic Added Value".

Another factor to take into account is the message to the masses (Wolf, 2016, p.3), which in independent channels may be outside the regulations or policies of communicative legislation in force in Peru, for which, in the analysis of journalistic quality, the legal must be taken into consideration as an element that must be in accordance with the messages transmitted in the informative YouTube channel. In this way, a journalism attached to professionalism is promoted, away from the yellow journalism that can be implemented by independent channels through YouTube, as there is no regulatory means to evaluate the relevance of the message transmitted so far (Montes-de-Oca & Urbina, 2015).

The credibility of alternative media is put at stake by not having established parameters attached to journalist quality criteria, the emotionality of the masses can be handled with the intention of generating the capture of a certain, also propitiating the birth of informative consumption needs, through which, the masses can be conditioned to believe subjectivities far from reality, among which, the post-truth approach is found, through which the manipulation or distortion of the truth is sought (Rodrigo-Alsina & Cerqueira, 2019). It is essential to consider the existence of a wild or fragmentary journalism that generates the distortion not only of the message, but also of the profession of journalism, being necessary the proper development of guidelines in tune with the linguistic and visual method proposed by the healthy journalistic practice, which must prevail to prevent the generation of users as fashion of social networks to the detriment of true viewers and receivers of the news (Rincón, 2017).

CONCLUSION

Journalism through YouTube channels must bet on a dialogic, balanced and pluralistic aptitude in order to promote a communication based on ethics as a central factor in the promotion of the messages transmitted, helping to promote a journalistic practice of height, avoiding improvisation, unresearched guidelines from reliable sources, designing a message configured to reality and not to the speculation of the one who transmits it.

FINANCING

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CONFLICT OF INTEREST

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