The approach of information culture in New Media: The game of viewership and ratings
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With every new dimension advanced in new media, social sites have gained popularity all over the world, since they do not only provide social connections on a global basis, but they have created an information culture that is just a click away from the masses. Including connectivity and easy access to the information, new media also helps students to boost their confidence and share their thoughts with their peer groups as well as instructors. It has turned out to be a platform for online learning too. On the other side, new media has also affected the public with severe outcomes, since most of the users are students. They are highly involved in using different social websites that consume most of their time and ultimately affect their academic activities.

This study was conducted to aim at the role of new media for providing a new aura of information culture. On the basis of a few theories and previous literature on the usage and role of social platforms, a questionnaire was constructed following a series of questions related to the latest trends and postings on social media. To have an in-depth knowledge about the information culture provided by new media, media practitioners were interviewed who were working as social media activists in their organizations. The study found that this information culture is full of fake postings such as videos, images and other content that are taken as entertaining and trendy too. The reason behind this trend of postings is because of viewership and ratings. Respondents termed this

information culture as „fake news culture" that creates hype and exaggeration. In order to create hype for the sake of getting ratings, exaggerated content is made that is shared on social media which becomes viral ultimately. Moreover, the public is also inclined towards this culture of fake postings so as to enjoy and have fun around. All of the media persons agreed that none of the social media is secure. Every day thousands of fake images and videos can be found on different online platforms, which are harmful, especially for the youth, because most of the users of these social apps are youngsters.

There is a trend of fake images and videos, but there are also some reasons behind this. Anything that becomes famous or viral, it is because of its viewership: everyone knows what people like and hence, they post accordingly. People believe in fake news more than original news, so that is why there is bombardment of fake news on social media. If we want to resolve the issue of fake postings, we have to think over our usage of social media. In contrast, the study highlighted that this culture of fake postings may damage the authenticity of real content and news. The latest trend of social media distracts the whole scenario of information, people are admiring these videos and images without thinking that they are real or fake. And if we make a comparison of news channels and newspapers, people want to get information from social media. Every news channel has its own social media platform, but due to fake postings, they are not able to convey the authentic news. Furthermore, while verifying previous studies on the usage and effects of social media, the study included one more factor, which is the excessive usage of social media by the young generation. They are very much involved in digital activities, because their parents do not watch their digital actions. At an early age they get digital gadgets, and as a result they get involved in social sites and applications such as Facebook, Instagram, Youtube and Whatsapp. The negative trends are very common on social networks, they cannot be neglected, because people like to watch them, and they want such type of information. In recent few years the negativity in new trends on social media became very common. However, Twitter was considered the best platform to trust on news provided, because it improvises the people who are known in that particular field. Also,

Whatsapp was considered as the best platform for communication and it was helpful for each and every aspect of connecting.

Besides the good and bad side of social media, the study also cited the ability of young talent, that they are capable of editing any type of image, and that is considered a high skill among their peer groups. In the end, the study recommended few suggestions with regards to the usage of new media, especially for parents and their children. There should be proper awareness sessions for children as well as for their parents, because it was highlighted that the young generation is destroying its future. There should be some awareness programs for students as well as for parents, which should help them to understand what is beneficial to them and to their children. The usage of social media has less to do with the negativity, but more with the responsibility.

In addition, the study also emphasized on the positive side of social media as it was believed that blaming social media sites is not the only way to save our own activities; every media has its pros and cons and in what direction we lead our mind and practices that is what actually we should ponder over. If negativity is prevailed by social media, then it also improves our social connections; it makes us to think differently, especially on issues that we do not pay enough attention to. Different comments and statements were found regarding several distinct topics about social media and that is what prepares our mindset to think differently. Thus, the good usage or the bad, this all depends on the users.

Keywords: information culture, new media, ratings, social sites, viewership