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Abstract:

Social media is a platform where you can show your creation, exchange your ideas, and other information via virtual communities and networks. Social networking sites are available through which people can easily connect with their friends and family. There are some social sites such as Facebook, Instagram, Twitter, and Orkut, LinkedIn, etc. through which users are able to do it for photojournalism. Most of the youth use social media to spread the news, awareness, social and political issues. It is used to share their skills and photography ideas with the viewers across the world. Social media has facilitated to access the images, photographs, and paintings created by several artists from the world. The findings show that Photographers on social media get benefits since it increases their exposure by exposing them to a larger audience. The Social Media has both beneficial and negative consequences on the photojournalism profession, as per the analysis done by researchers.

Keywords: *photography on social media, social media, photojournalism*

1. Introduction

Social media is a platform to share ideas and knowledge by putting thoughts in the form of messages as well as Pictures. People share Fashion portraits, food blogging, short videos, travel photography, and many more through several networks that help them to reach out to many people in the world. People share their happy moments, hobbies and other passions by sharing photographs on social networks which also gets responses from other people in their network, which eventually promote photojournalism ability in the youth.

Self-made photographs have been used to chronicle history, create family heirlooms, and capture the beauty of a changing world for decades. The quest of responses and shares has become more essential than the pursuit of beauty or justice, or even basic documentation, thanks to social media. The yearly photograph of the children and grandchildren has been replaced with daily photographs of the mundane: the first day of school, the second day of school, the first time at a new bus stop, entering the classroom, and so on. A picture, on the other hand, was only deemed a formal event because it was required. There was no space for levity or casual behavior because of the intricacy and expense of hiring a photographer and posing statue-still throughout the long exposure period.

2. Review of literature:

It is apparent that the photography industry is in steep decline because of the Internet, there is very little information available on the subject. It's difficult to find past research that shows how the Internet has impacted the way photographers work. While performing the study, the researcher has explored several publications, books, and online journals for this research. Newsrooms began to decrease as soon as the Internet was introduced. The fact about photographers do not earn as much as other college-educated journalism students, and the decline in advertising revenue because of the Internet. There has been relatively little research done on the positive and bad implications that the Internet has had on the photography industry. The mobile devices paired with few social media applications such as Instagram have meant that "the individuals are being remediating in their everyday lives into new contexts of social connections and visibility" (Vivienne and Burgess, 2013)¹. "Since these devices are typically used by an individual, the images captured with these devices directly relate to that one user's perception and experience" (Chesher, 2012: 106)².

Prior to social media, there was an online interactive system linking individual users to form a social network. This uniqueness gained its original terms including social networking sites and computer mediated communication (Boyd and Ellison, 2007; Kaplan and Haenlein, 2010)³. Since social media helps users to represent themselves with another identity, it has induced growing interest from cultural theorists in the discussion on identity and representation (Lovink, 2011)⁴. The invention of social media is often considered as an awareness of various forecasts in digital culture in the early nineties.

This is advantageous to photographers since picture editing software can correct a photograph that does not capture what was intended. As a result, images are being edited to make them appear surreal. There are many technological advancements happened which help in creating perfect images. According to, Florence A. Maillot⁵, although image manipulation through the cutting and editing of negatives has a long history in photography, the computer application Photoshop made it much easier and accessible to manipulate an image. Many photography academics were concerned about the unraveling of photographic images' veracity because of this development. Millions of images are available online thanks to the Internet. This allows customers to not only browse but also create their own photos.

The technological advancements and its usability brings aided photojournalists rapidly. Photojournalists use the Internet to engage with their audiences and make high-quality photos. Photographers could shoot several photographs using digital cameras since they didn't have to worry about running out of storage capacity. For many photographers on social media, the internet has become a resource, influencing not only how we view images but also how we access and generate them. The ability to upload images to the internet offers greater exposure to potential job markets.

This fundamentally alters how images operate in modern culture by allowing them to be uploaded to a space that can be quickly accessed by a global audience, distributed and replicated indefinitely, and archived in a space that will not age or physically change over time. "Photographers benefit from technological advancements by being able to share their work broadly and tell stories in interesting, inventive ways," according to a photojournalist at The Guardian⁶. Although there has been significant discussion about the positive and negative aspects of the Internet's contribution to photography, there is insufficient information to fully comprehend the profession. There are also few publications that cover the personal costs that photographers face daily. Because of the material acquired from current and retired photographers in the field, this research will contribute to this conversation. The study acquired real-life examples from how this profession is evolving because of the Internet by comments of photographers.

3. Research Methodology:

The researcher has collected data from the various social networks on which the majority of Photojournalists and photographers share their images and blogs. Several online, web sources, and other material from media textbooks, were used to compile data for this study. The resources for this study were attained from internet databases including JSTOR and Peta Pixel, as well as photography publications and other media journals. Here the analysis is done by studying the comments and views offered by retired photojournalists, sports photographers, newspaper staff photographers, and freelance photographers.

This study was able to explore the nuances of this profession through comments from these photojournalists, as well as gather real-life scenarios of what it takes to be a photojournalist today. This research will give a summary of each finding made during this research. The researcher has collected information from various community forums and online events that are arranged for photojournalists that generally work for a variety of other publications. Photojournalists who are passionate about their work like discussing it.

The beneficial consequences of the Internet on the profession of photography, the negative effects of the Internet on the profession of photojournalist, and the personal tolls that photographers must bear while in this career will all be discussed through these studies. This research will assist in

comprehending how the field of photojournalism and photography has evolved and will continue to change, as a result of the Internet.

4. Finding and Discussion:

The social media has had both beneficial and negative consequences on the photojournalism profession, according to the analysis done by researcher. Few of them mentioned as follows:

Effects of social media and Internet on the Photojournalism and Photographers:

Instead of guessing if the photographer got the right shot when developing film, digital cameras ensure it. The profession of photography and photojournalism has been improved by new technology. While developing film photographs, photographers no longer need to bring a huge number of supplies. Photographs taken with film cameras were great, but those taken with digital cameras were of superior quality. Instantaneous photography is now possible with advanced digital cameras.

These advancements enabled viewers to view images on the internet. Consumers follow or like the social media accounts of many photographers, exposing them to a variety of photos. Social media became more widely used, photographers were able to rapidly post their work online, and consumers were able to view photographers' work on a web platform. Websites, social media, and online publishing are examples of online platforms that have arisen as a result of the Internet. The necessity of an engaging shot, how speed and immediacy have become important to photographers, photographers having infinite space and getting noticed online, and technology and the message will all be discussed in this research.

Photographers had to learn how to utilise the Internet effectively as technology evolved and the Internet became more widely used. Photographers were able to create internet galleries of their own work that were not included in magazines. Photographers could connect with others through social media sites like Instagram or personal websites.

Due to technological advancements, the equipment is of exceptional quality, and the photographs are sharper than previously. Because they lacked the resources, media professionals were unable to quickly disseminate information to the general audience. Exposure allows photographers to reach out to a wide array of audiences than those who read newspapers or magazines. "The availability to exposure has never been better or easier in this day and age," said Andrew Boyd ⁷, a former photographer for the Times Picayune. Digital cameras and the Digital Age were remarkable technological breakthroughs. Instead of shooting photographs using film cameras and not being able to see them until they were processed, photographers can now examine their photographs immediately. The digital camera provided instant gratification as well as higher-quality photos.

Undesirable Impacts of Social media and Internet on Photojournalism:

In photojournalism, photographers coped up with technology and a malfunctioning Internet and there was a chance that if the Internet died, photographers would lose all of their photographs. Because there were so many photos online, the quality of the photos had deteriorated. Photographers who still work for newspapers, magazines, and other publications all agreed that they are now expected to do twice as much work. Photographers would have twice as many photo assignments each day, manage social media profiles, the newspaper's internet account, and edit their photos before they were published.

The Internet is a fantastic tool for photographers to self-publish, but it is increasingly being used by everyone, not just photographers. Photographers, iPhone users, and bloggers are all posting on the Internet, which means that the most impactful images are being lost. Because the Internet is now filled with thousands of images, finding exceptional photography has become a more challenging task. Because of the millions of images available on the internet, photographs have less of an impact on individuals. Readers either weary of looking for relevant photos or choose not to look for them at all. Photographers' careers and jobs will suffer as a result of this. When there are a large number of images available online, viewers will not want to spend the majority of their time

hunting for a certain image. Because of the development of the Internet, photographers aren't getting as much attention as they used to. They must devise new strategies for attracting attention and ensuring that their shots stand out from the crowd. It's more difficult to make a name for oneself because there are so many talented photographers out there. It's difficult to avoid being suffocated by competition. As there is more availability of images on the Internet, it is more difficult for photographers to stand out. This is a naturally competitive profession, but the Internet has heightened rivalry among photographers.

Along with the competition, the invention of smartphones has enabled people to snap and share images on their phones. As new mobile models are released, smartphones get more advanced. The gap in camera quality between the original iPhone and the latest iPhone is remarkable. The competition is a direct result of there being too many photos on the internet. Everyone has access to advanced high-quality cameras and phones. The competition is the most difficult aspect. People who do not have a good eye for photography can benefit from technology.

“Posting photographs online provided a fantastic chance for photographers, but it also made their jobs more difficult,” said Costanza ⁸, a Roma Pics manager. “People used to take pictures only on exceptional occasions, but now they take pictures every day. Photographers aren't as valued as they once were because photography isn't as valued as it once was. When cell phones with cameras were introduced, the profession of photography was being overlooked. Professional photographers may become obsolete if digital camera phones improve in quality as technology improves.

A well-composed shot has taken on a new meaning. A photograph is regarded as acceptable enough for publication as long as it is crisp. The impact has been a devaluation of photography as a craft. Professional photographers are hired to shoot the photographs that individuals don't want to shoot or are uncomfortable with.

Impacts of Technology on Photojournalism

Although these innovations benefited photographers, they also had a lot of drawbacks. When the Internet initially became popular, it was heavily utilised. Everything was now available for viewing on the internet. Newspapers were severely harmed as a result of the decrease in advertising revenue. It was considerably less expensive way to develop an advertisement and post it online rather than pay to have it published in a magazine. The capacity to reach audiences fast was the most impactful aspect of the Internet's impact on the photography industry. Photographers were no longer required to utilise film cameras or develop their images in a dark room. Digital technology was advantageous since it allowed photographers to immediately distribute their photographs to the public throughout the disaster. Although these innovations benefited photographers, they also had a lot of drawbacks. When the Internet initially became popular, it was heavily utilised. Everything was now available for viewing on the internet. Newspapers were severely harmed as a result of the decrease in advertising revenue. It was considerably less expensive way to develop an advertisement and post it online rather than pay to have it published in a magazine.

There is a consumer who needs information as quickly as feasible. Photographers are required to produce images in under a minute and post them online. Being in the moment presents a challenge, but photographers must also get the photos out since people are asking for them. The photographer is always in a haste to send images to the customer as soon as possible. Photographers do not have time to pause and reflect on their work, let alone edit it. As new technology is developed, the demand for content will only increase. Photographers are already under pressure to bring photographs to the public as rapidly as possible, and it will be interesting to see how this situation develops over the next few years.

As the value of images is questioned, so is the value of the photographer. “Any deterioration in readers' trust in the relationship of photographic images to 'reality,' any doubt that the image on the page corresponds to actual events, threatens the very existence of editorial photography as a means of conveying information to readers,” said reporters "Tom Wheeler and Tim Gleason ⁹.

Readers of newspapers and magazines will likely see news images as illustrations rather than reportage in the future, as they will be unable to distinguish between a genuine image and one that has been modified. It can be tempting to modify images to make them look better. Photographers, on the other hand, must be accurate because they are giving news and information. Photographers are expected to generate more images for each assignment due to the increased availability of information on the internet. They work with publications that want to get as much traffic as possible to their websites.

Instead of a few outstanding shots, there are now thousands of images available for a single event. We encounter a lot of images that are repetitious and bad since there are so many of them. According to Stephen Coleman ¹⁰, a freelance photographer, there is extra pressure on photographers to get a certain quantity of photographs online. Photographers find it aggravating to have photos published that they would not have previously. Their identities are inextricably linked to photos in magazines and on the internet. With fewer photo editors available, it is up to the photographer to design a well-composed image. Photographers tend to share images they would not ordinarily post if an editor was involved, which can lead to something horrible happening if no editor is involved in the process. Having infinite space online has a negative effect as a result of this.

Social Media's advantages and drawbacks on journalism:

While some photographers regard this technology as a boon, others believe it is a curse. Those who considered it a blessing concentrate on the immediate enjoyment. Thousands of photographers have started out this way and have developed a sizable following, particularly on social media like Instagram. It's a unique way of "selling" your abilities, and it works. It is used to take a lot of effort for photographers and other artists to get their work noticed in a museum, gallery, or show, nowadays it only takes a few clicks on Instagram or Facebook for someone to notice your work.

To properly comprehend this, it's significant to note that social media has both benefits and drawbacks for its users – notably for well-intentioned photographers. Those who oppose utilising social media for photography are generally concerned about their images being used for other reasons or as per the user's agenda. Memes, for example, are designed to trigger and evoke responses from various individuals and online communities. Others even utilise photographs for political purposes without first obtaining permission from the photographer.

5. SUMMARY

The work of a photojournalist is drastically changing as the Internet becomes more technologically advanced. The personal tolls of working photographers are endless. During data analysis and researching this topic it was evident how difficult this job path can be. Photographers are either doing most of the work in the newsroom or are constantly worrying about when it will be their time to be laid off. The Internet has enabled photographers to be efficient by getting the news to the consumer as quickly as possible. However, the Internet brought new technologies that inspired photographers' art.

The Internet and new technologies have brought fast production not only to newsrooms but to the profession of photographer. This profession is changing drastically as new technologies are being introduced each year. Information is now spread worldwide to audiences on the Internet. The purpose of this research was to explore how the Internet has affected photography and the career of photographers. This study has shown that photography has been revolutionized by the Internet. The Internet allows photographers to share information online, as well as get information out quickly to readers.

This study focused on specific elements of how the Internet changed photography and photographer. There were few sources that discussed the positive as well as negative effects of photographer. Brief information has been published about this topic. Most scholarship has focused on the decline of newsrooms overall. Scholars have studied how journalism as a whole has declined, but not specifically photographers.

The qualities of photographs are being diminished by the number of photos online as audiences and publications demand more content. Although the Internet has brought great resources to photographers, there are negative consequences with each positive one. This study showed that the positive impacts and the negative impacts of the Internet are intertwined. Photographers are being laid off because advertising revenue is down and publications cannot afford to pay photographers. The Internet has created a new outlet for photographers to expose their work to the world. Social media and online sites allow photographers to share their work to a different audience. This has created job exposure, and connection with other aspiring photographers too.

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