

Original Article

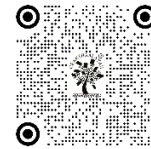
DIGITAL NEWS NARRATIVES: HOW YOUTUBE CONTENT CREATORS CHALLENGE TRADITIONAL NEWS VALUES

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ABSTRACT

Digital media refers to the creation of any form of content using digital technologies and distributed through a defined media platform. It has opened up new avenues in the digital world. Especially, the rise of digital media has played a critical role in citizen journalism. The increasing use of smartphones with accessible internet and numerous social media platforms has allowed ordinary citizens to collect, produce, and circulate news content in real-time. In traditional media, journalists are trained professionals working in well-organized media such as print media, television broadcasts, radio podcasts, and news portals. Here, the journalists are formally educated and must adhere to the organization's guidelines and ethics in their reporting and practice. The editor is the one who edits and ensures the accuracy of the information given by the reporter. Media organizations are legally responsible for the content they publish, whereas in citizen journalism, citizens don't have to undergo a gate-keeping process; they are responsible for the content they share. Content is published instantly without editorial review, which is the primary cause for misinformation, fake, and fabricated news spread intentionally. This study explores how citizen journalism challenges traditional news values.

Keywords: Digital Journalism, News Values, News Values, News Framing Social Media, Write Here Minimum Three (3) Keywords Relevant to the Research Presented in the Manuscript

INTRODUCTION

The landscape of news production in India has massively transformed from the structured world of traditional media to the dynamic and often chaotic realm of digital participation in recent years. Rai (2023). For more than a century, news production has been a major field of trained professionals working in trustworthy organisations, such as newspapers and television channels. These organisations handle the news professionally; they follow strict ethical guidelines and editorial "gatekeeping", which means the process where the editor of the news desk checks, verifies, and ensures objectivity before publishing any news to the public. This elucidates the nature of the system and provides a foundation for trustworthiness and accountability in the social structure. However, the rapid growth of digital media has completely changed this trend. Based on the work of H. According to Caple (2018), the widespread use of smartphones and the Internet has enabled ordinary citizens to create and share news in real time. This shift is known as Citizen Journalism. Because of the widespread use of smartphones and affordable Internet, media is open and easily accessible to everyone. Therefore, the media are no longer controlled by any organisation. Anyone can share their opinions directly

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through platforms such as social media, blogs, and YouTube channels. Traditional Mass media mainly work in a one-way flow of communication, where the audience has little chance to respond or participate. According to [Hermida \(2010\)](#), digital tools have changed this process significantly. Communication is the passive voice participants and viewers are active in creating spread fake news

New media has created numerous possibilities, but for some it carries a negative connotation when it comes to the impact on the media. The spread of misinformation and unverifiable assertions can pose problems for news consumption. There is bias, errors, and unverified information as the citizens produce the content without being edited. The use of social media is significantly high in India and many social concerns are related to politically sensitive or political content. This kind of information can be quickly disseminated and influence the general attitudes towards the events before the facts are confirmed [Diepeveen \(2018\)](#). This is compounded by major digital media platforms being quick to produce content and posts that are engaging, rather than accurate. Some misleading citizen-generated posts can then go global, where people think that information is the truth, without a confirmation from the source. This creates distrust among digital users.

RATIONALE FOR THE STUDY

This study aims to examine how citizen journalism creates media trails on digital platforms and how these practices contribute to the spread of disinformation, thereby challenging the news value and credibility of legacy media.

- To identify the news content in the major news dissemination platforms
- To understand how citizen journalism is contributing
- To analyse the challenges posed by citizen journalism in relation to normative news values.

LIMITATION OF THE STUDY

The researcher selected four YouTube channels for this study. Specifically, 15 videos posted between 27 September 2026 the date of the incident, and 15 October 2026 were analysed. Additionally, the study is limited to Tamil-speaking YouTubers' channels because it examines the Karur stampede, which occurred in Tamil Nadu.

PRE-TRIAL PUBLICITY

A media trial is the process by which social media platforms interpret and present information about a particular case to the public through the media. Pre-trial publicity means that news channels and social media start judging a case in public before the court does. Consequently, innocent people can be wrongly blamed, shamed, and harassed, causing serious damage to their reputations, mental health, and personal lives, often before the truth is fully known. Media coverage not only affects the accused but also influences how people think, feel, and judge the situation. It has the power to change the public perspective. [Jaypie et al. \(2023\)](#) Earlier, on 13 November the court observed that the preliminary findings released by the AAIB did not hold Captain Sabharwal responsible for the Air India crash that occurred on 12 June 2026. Simultaneously, the court expressed concern over the selective release of details from the report, describing it as unfortunate and irresponsible, as it contributed to a misleading public narrative suggesting pilot error. [The Times of India. \(2025\)](#).

REVIEW OF LITERATURE

COMMUNICATION EMERGING TRENDS IN NEWS DISSEMINATION PLATFORM

In India, Traditional news began during the colonial period with the introduction of print journalism. The country's first newspaper was started in 1780 by James Augustus Hickey, marking the beginning of organised news reporting in India and the growth of print-based legacy media. [Editors Guild of India. \(2026\)](#)

News is the foundation of social structure. Understanding of news has commonly been described by its key functions, including timeliness, trustworthiness, accuracy, objectivity, fairness, and accountability [Sekhar \(2014\)](#)

Today, people largely prefer digital media to traditional media for news consumption. Digital media include any content that is created, shared, or viewed using electronic devices. Media is mainly divided into print, electronic, and digital forms, but changing technology has made digital media the most widely used form of media. [Kumar \(2022\)](#)

CHANGING PARADIGM AND IS PATTERNS ON GATEKEEPING POLICIES

Citizen journalism is a participatory and collective process of producing and disseminating news through the use of digital tools and social media platforms by ordinary citizens. [Caple \(2018\)](#)

New media is used to describe modern media practices which are based on digital technologies, involving features like media convergence, user interaction and network communication in blogs, social networking platforms and instant messaging services that dynamically share news [Semenova \(2020\)](#)

This study illustrates the participatory model of citizen journalism to make the media more democratic. It involves everyday people in the news-making process, thus undermining the 'gatekeeping' system and questioning traditional journalistic norms. This is proposed as a way to build a more inclusive landscape, with the public story being influenced by a variety of voices, not just a select few institutional elites. [Splichal \(2016\)](#) Digital tools and social media can create a more interactive and shared process of news creation, unlike traditional mass media, which mainly follow a one-way communication flow. [Hermida \(2010\)](#) The author highlights how citizen journalism uses digital tools and social media to make news

The study reveals that news today is frequently produced by ordinary individuals with the use of electronic devices who record what is going on. These users are able to share, and communicate on social media about problems of scale with other users. It may have shifted the consumption pattern of news by people. Now it's more about open conversation, giving the public the power to determine what is important. [Luo et al. \(2019\)](#).

In citizen journalism, credibility is often questioned because there is no strict editorial system or strong quality checks, unlike in traditional news media. As content is usually shared directly by individuals, errors, biases, or unverified information can spread more easily. This makes it harder to ensure accuracy and reliability in citizen-produced news. [Andini \(2024\)](#)

CONTEMPLATION ON THE ISSUES OF MDMS AMIDST CHANGING PARADIGM OF COMMUNICATION

According to the article, the spread of true and false news online in citizen journalism emerges from the critical intersection of technology access and public participation. [Vosoughi et al. \(2018\)](#) Unlike traditional journalism, which follows strict editorial rules and verification, citizen journalism has little gatekeeping, allowing faster news sharing but also making the spread of false information easier.

Citizen journalism has questioned the role of traditional gatekeepers by providing a wider range of news reports. This shift has been driven by the growth of the Internet and widespread use of smartphones and social media platforms. [Jena \(2018\)](#)

The spread of fake news and misinformation through digital and social media platforms has seriously impacted communal harmony and public order in India. Such content often creates fear, hatred, and sympathy among the viewers. In some cases, this has led to violence against women. [Kumar \(2022\)](#)

This study examines how social media have transformed communication in India. It has also enabled the rapid spread of fake news, creating credibility in public This paper analyses the legal measures in India used to address fake news on social media. [Dave \(2025\)](#)

According to official data, Fact Check Unit (FCU), Press Information Bureau (PIB), Ministry of Information and Broadcasting (MIB), on March 19 2025 total of 5,200 fake news received out of 1,811 actionable if 2022, and 72,914 fake news received [E4m Staff. \(2025\)](#)

Fake or false news refers to information that lacks verification from credible and reliable sources or contains distorted content designed to mislead the public. The primary intent behind the dissemination of fake news is often to harm the reputation of an individual or organisation or to generate financial gain through increased visibility and ad revenue. [Pandey \(2023\)](#)

A recent news report about a 27-year-old man in the Jalna district of Maharashtra shook the nation. He reportedly took his own life after experiencing persistent online harassment following the circulation of a viral video of him urinating in public. [Press Trust of India. \(2025\)](#)

In Karwar, Karnataka, pharmacist Rajeev Pikle, who owned a nursing home and distributed medicines, reportedly took his own life following the widespread circulation

THEORETICAL FRAMEWORK:

In 1944 Paul Lazarsfeld, (1901-1976) an American Social Researcher, Bernard Berelson (1912 – 1979) and Hazel Gaudet was introduced The Two-Step Flow of Communication in the book called "The people's choice". According to the two-step flow model, ideas flow from mass media to opinion leaders and from them to a wider population. Opinion leaders add their own interpretations and subjective views to the original information. The theoretical framework integrates the two-step flow theory perspectives on (MDM) or major disinformation in citizen journalism. Together, these frameworks explain how digital shape interpretation triggers narratives and influences audience perceptions.

METHODOLOGY

This study adopted a qualitative content analysis method to examine how citizen journalism framed the Karur stampede incident on YouTube channels. The researcher employed content analysis because the study primarily focused on examining how media

messages are created and presented to the public. This research analyzes message construction, narrative patterns, tone, visuals, audience engagement, polarisation effects, and the presence of misinformation, disinformation, and malinformation (MDM). Since citizen journalism is not regulated by professional editorial standards in the same way as traditional media journalism, there is a greater likelihood that unverified information may spread rapidly. To examine these aspects in depth, this study adopted a qualitative content analysis approach.

KARUR INCIDENT

On 27 September 2025 a tragic stampede occurred at a political rally conducted by actor-turned-politician Vijay. The event was organised by the Tamizhaga Vettri Kazhagam (TVK) in Veluswamypuram, located in the Karur district of Tamil Nadu. There were delays and many who came to the gathering waited for hours in the hot sun, as the number of people attending exceeded the limit. Vijay was late to reach the venue, with some of the crowd rushing towards him and causing a lot of chaos. The situation was further complicated by the presence of barriers, ropes and temporary structures in the escape routes, and an inadequate crowd management, leaving around 41 people including women and children dead and many others injured in a "stampede-like" crush.

Emergency services immediately took the victims to nearby hospitals and state and union governments have announced compensation and support for the affected families. Following the incident, judicial and CBI investigations were initiated, with Vijay being questioned by the Central Bureau as authorities sought to determine the causes of the tragedy and assign responsibility. This disaster sparked widespread political debate regarding crowd management and safety protocols at large public events. It also prompted intervention by the Madras High Court and the Supreme Court, both of which called for stricter standard operating procedures for public gatherings to prevent similar incidents in the future.

SAMPLING TECHNIQUE

Purposive sampling was used. Four Tamil-language YouTube channels were selected based on their subscriber numbers, each having a minimum of 800,000 subscribers, and their active coverage of the Karur incident, which significantly influenced the digital political discourse.

Table 1

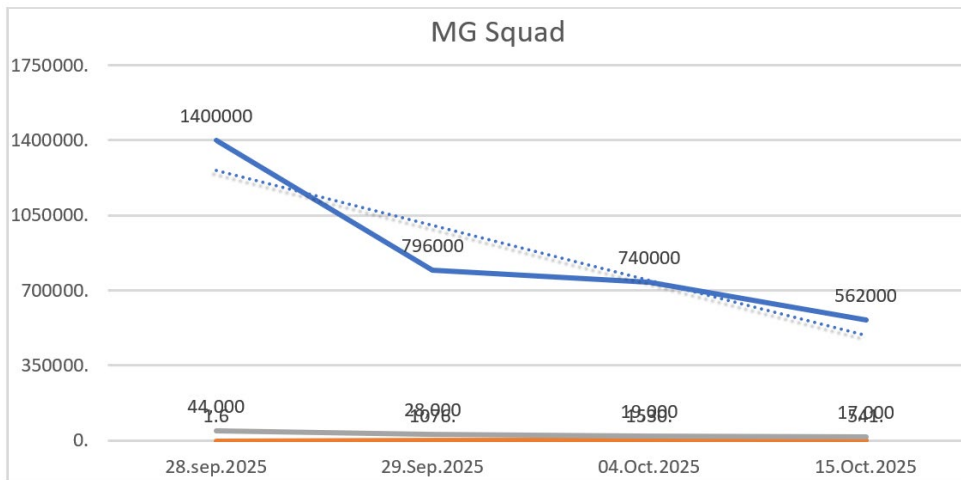
Sl.No	Selected Medium for analysis	Audience Range	Remarks
1	MG Squad (madan gowri)	8.53M	He is an independent commentator who explains the current events worldwide. He was neither a member nor supporter of any political party. Madan Gowri has not been arrested in any disinformation news spread on his YouTube channel.
2	Savukku media (savukku Shankar)	873k	A vocal critic of DMK. He has recently been seen as aligned with the ADMK in recent years. He was detained under the Goondas Act in 2024 for various cases, including derogatory remarks about female police officers.
3	Sattai (Durai Murugan)	1.9M	Duraimurugan is a high-profile member and activist of the NTK party. Arrested in 2021 for spreading false information about poisoned food at a Foxconn factory.
4	Maridhas answers (maridhas)	1.12M	Maridas is a strong right-wing BJP supporter who frequently criticises the DMK party. He was arrested in 2021 for comparing Tamil Nadu to Kashmir after the death of General Bipin Rawat. Maridas was arrested in oct 2025 on karur stampede, allegedly posting defamatory content. He questioned the government's claim that the tragedy on the "injustice" done to actor-politician Vijay

Videos directly related to the Karur incident were selected for analysis from 27 September 2025 to 15 October 2025 spanning 17 days. Videos from each channel were selected to examine their relevance to the incident and the level of active audience participation. The stampede occurred on 27 September 2025 which is why this date was chosen. The channels Sattai, Savukku Media, and MG Squad posted four videos each between 27 September and 15 October 2025. Maridhas posted three videos during this period; therefore, three videos from the Maridhas channel were included in the sample.

FINDINGS**Table 2**

SI.NO	1	2	3	4
CHANNEL NAME	MG squad	MG squad	MG squad	MG squad
SUBSCRIBERS	8.53M	8.53M	8.53M	8.53M
VIEWES	1.4M	796k	740k	562k
LIKES	44K	28k	19k	17k
PUBLISHING DATE	28.sep.2025	29. Sep.2025	04. Oct.2025	15. oct.2025
HEADLINE	Avatar image  KARUR What Happened?	Karur Last 24 Hours: What Happened After the Vijay Rally?	TVK Vijay Update: Last 24 Hours 	 Karur Issue BIG CLASH  TN Assembly Explained
AUDIENCE COMMENTS	1,585	1,076	1,530	541
YOUTUBER NAME	Madan gowri	Madan gowri	Madan gowri	Madan gowri
FRAMING OF THE INCIDENT	The Karur incident is a frame of systemic failure. Focus on what happened, how it happened and what happened next	The incident is framed as a social issue, a system failure, a victim-centred narrative, a political perspective supportive opposition party comments	This issue is presented as a political update after the Karur. The focus is on what happened in the last 24 h, highlighting facts and current developments rather than on personal opinions.	Presents the Karur incident cause-and-effect, political assembly debates
LANGUAGE AND TONE	Using nostalgic emotional tone Avoid aggressive and inflammatory languages to present that incident	The speaker identify his sounds neutral and factual Using emotional tone with little aggressive	The presenter spoke calmly. The tone is friendly and informative, without using dramatic or aggressive language.	Moderate-informative tone sometimes includes personal interpretation that is not highly emotional but not completely neutral.
VISUAL REPRESENTATION	Used limited photos only for explain the incident	Mostly Used vijay photos then used stalin in CM chair, annamalai, edappadi palani samy, nirmala seetharaman pictures	Karurstampade related news images, vijay in court backdrop images, stalin with cm name board images	The visuals in the video are likely a mix of news clips and narration graphics.

COMMENTS SECTION REACTION	The comments section was highly emotional in nature. Most viewers show anger and concern, and many demand justice. A large number of comments criticised the authorities and discussed failures in the system.	reactions in response to anger against the government and sympathy toward it.	Viewers share their support for vijay with some other political opinioons , discussions	Discussions about crowd management failures
AUDIENCE ENGAGEME NT	The video showed strong audience involvement, with many views, likes, and active comments. This indicates that citizen journalism-focused YouTube channels have a wide reach and play an important role in influencing public discussion and highlighting sensitive social issues.	A high number of views and active comments indicate a strong engagement.	The video received good attention in the form of views, likes, and comments, showing that audiences are interested in current political news.	compare to other videos audience engagement slowly downed
LINKS	http://youtube.com/watch?v=jLbXhCFZU_0&t=37s	https://chatgpt.com/c/698430e7-691c-8324-9c42-7e18c91e8437	https://www.youtube.com/watch?v=bURkvIl-WI0	https://www.youtube.com/watch?v=7x3R-HbneR4
AUDIENCE IMPACT	The audience impact of the Madan Gowri Karur incident video expresses many fans strong loyalty and encouragement for Vijay, while some people are emotionally angry and call for justice. # WE STAND WITH VIJAY ANNA # I SUPPORT VIJAY ANNA # TVK RESPECT BUTTON	Against government is very high“Accident  cheap politics  support for vijay is very high “We stand with Vijay anna  ”, “TVK forever  ”, “Vijay annna support  Criticism of vijay is very low Vijay is responsible for this main tragedy”A	Most viewers reacted not only to the incident itself but also through their existing political and fan identities in their comments. Many comments expressed open support for Vijay and the TVK, often defending and rejecting blame. “TVK  ”, “We support tvk”, “TVK victory 🏆”Very high Criticism government moderate	
TIME DURATION	15:01 Sec	13:35 Sec	12:11 Sec	13:39 Sec

Figure 1**MG SQUAD**

The MG Squad's coverage of the Karur incident explained what happened in a step-by-step manner, how it happened, and what followed. The headlines ask, What happened? and Last 24 Hours, showing a focus on telling the story in order and not blaming anyone directly. The video discusses system failures, crowd control problems, and cause-and-effect relationships.

The Madan Gowri language and tone are moderate compared to other YouTube channels. It is calm, informative, and sometimes analytical, even though it has emotional parts.

The four video visuals used a limited number of images, news clips, and photos for context and not sensational thumbnails.

The comments section indicates that most people support TVK leader Vijay, and some express anger toward the government, showing that people see it politically, even if they are neutral. Many people were involved in the discussions.

This issue does not clearly indicate that false claims were made intentionally. If there is misleading information, it seems more like misinformation. This means that the details may be too simple, or some context may be missing. This way of presenting information can unintentionally change the audience's perception.

Polarising effect: Low. The presenter is not aggressive, but the audience's political views show some division.

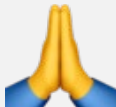
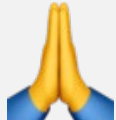
- Video 1 = 28-Sep-2025
- Views: 1,400,000
- Likes: 44,000
- Comments: 1,585
- Strong evidence of disinformation not visible from the data
- Possible misinformation due to simplification
- Malinformation patterns are low

The first video covering the incident gained the maximum public attention and curiosity. It was the highest-performing video compared to the other three. The other three videos' audiences' curiosity appears to reduce in views, likes, and comments after the breaking point.

Table 3

HEADINGS				
CHANNEL NAME	Savukku media	Savukku media	Savukku media	Savukku media
SUBSCRIBERS	873k	873k	873k	873k
VIEWES	1.6M	820k	816k	780k
LIKES	59k	30k	23k	19k
PUBLISHING DATE	28.sep.2025	29.sep.2025	30.sep.2025	14.oct.2025

HEADLINE	தமிழக அரசியலை புரட்டிப் போட்ட பெரும் துயரம். A great tragedy that turned Tamil Nadu's politics upside down.	கரூர் சம்பவத்துக்கு அதிகாரிகள் மீது நடவடிக்கை எடுக்க அஞ்சம் முதல்வர் Tamil Nadu Chief minister fears to take action against government officials	கைகொடுக்கும் எடப்பாடியின் கரம் பற்றுவாரா விஜய் ? Will Vijay accept the hand of Edappadi, who is willing to lend a helping hand?	கரூர் சம்பவத்தில் உச்சநீதிமன்றம் சொன்னது என்ன ? முழு அலசல் What did the Supreme Court say in the Karur incident? Full analysis
AUDIENCE COMMENTS	7,030	3,605	3,154	2,789
YOUTUBER NAME	Savukku shankar	Savukku shankar	Savukku shankar	Savukku shankar
FRAMING OF THE INCIDENT	How the incident is presented with political blame and cause with the responses of dmk goverment and police department	Whose fault is emphasized focus on state leaders and goverment take actions to feer	How the incident is presented with political blame and cause with the responses of dmk goverment and police department	frames the Karur crowd crush not simply as a tragic accident but as a failure of the administrative systems. The narrative often highlights the alleged delays, poor crowd management, and lack of responsibility of those in power.
LANGUAGE AND TONE	strong, emotional, direct, accusatory,	Aggressive, strong political commentary with emotion	They are direct and critical in tone, with strong personal opinions, and use emotional language to provoke political feelings among viewers.	It uses strong and persuasive wording, often involving political criticism, direct accusations, and emotionally charged phrases rather than neutral reporting.
VISUAL REPRESENTATION	Used some screen shots	The week correspondent social media post screen shot and wall poster photos	FIR copy picture, Stampade pictures,	Uses mixed political footage, rally picture and news visuals

COMMENTS SECTION REACTION	The comments section mainly reflects political perspective and emotional reflections more comments against for government with more supports in vijay	Comments on trust/distrust of dmK govt and authorities. Emotional reactions (anger against government, support to TVK and ADMK party	Many viewers engage in political debates, often expressing strong support for critical perspectives on the government and administrative handling of the tragedy.	Viewers are not only watching the video but are also reacting to the content and comments number was reduced
AUDIENCE ENGAGEMENT	Likely high engagement many views, likes, and comments. but compare to before video comments numbers was reduced	Likes = strong approval Comment volume = high engagement Many replies = deeper conversation	The topic is political or controversial indicating strong audience interaction but compare to before video comments numbers was reduced	Viewers are not only watching the video but are also reacting to the content and comments number was reduced
LINKS	https://www.youtube.com/watch?v=dNmXbV2Ks5E	https://youtu.be/IT7hzblSpkI?si=wMheAxq9cm1nfVDJ	https://www.youtube.com/watch?v=iD0AqFSSmu0	https://www.youtube.com/watch?v=usEQ6aR5vjA
AUDIENCE IMPACT	about vijay political career #திமுக என்ற தீய சக்தி 2026ல் ஒழியும்  # I'm Vijay Supporter.. BJP wins Panna Kuda Paravala Aana Intha Thiruttu DMK Again Win Panna Kudathu.  DMK Plan Success # ஒரு புதிய தலைவனின் எழுச்சியை தாங்க முடியாமல், ஆளுங்கட்சி செய்த அரசியல்	A large number of comments strongly oppose the government, against Tamil Nadu ministers Anbil Mahesh, and openly predict the DMK government's defeat in the 2026 election. The second video mainly exposes the Tamilaga Vivasayigal Kootani (TVK) going with the audience's alliance to the audience. # Rip soon Stalin Udhayanidhi Sendhil Balaji  	Video comments strengthens the distrust against government. it shapes audience mentality to support #vijay My Dear 'Brothers and Sisters'   Please "Stand with Vijay in this difficult situation #மத்திய அரசுக்கு நாங்கள் எப்போதும் துணை நிற்போம் 	Audiences express anger towards the government and police, indicating a strong feeling of injustice and dissatisfaction with authority, predict the defeat of DMK in 2026, #ஏவல் துறையை ஒருத்தன் நிம்மதியா வேலை செய்ய விட மாட்டீங்களா # ஆறு மாசத்துல எல்லாம் மாறிவிடும்

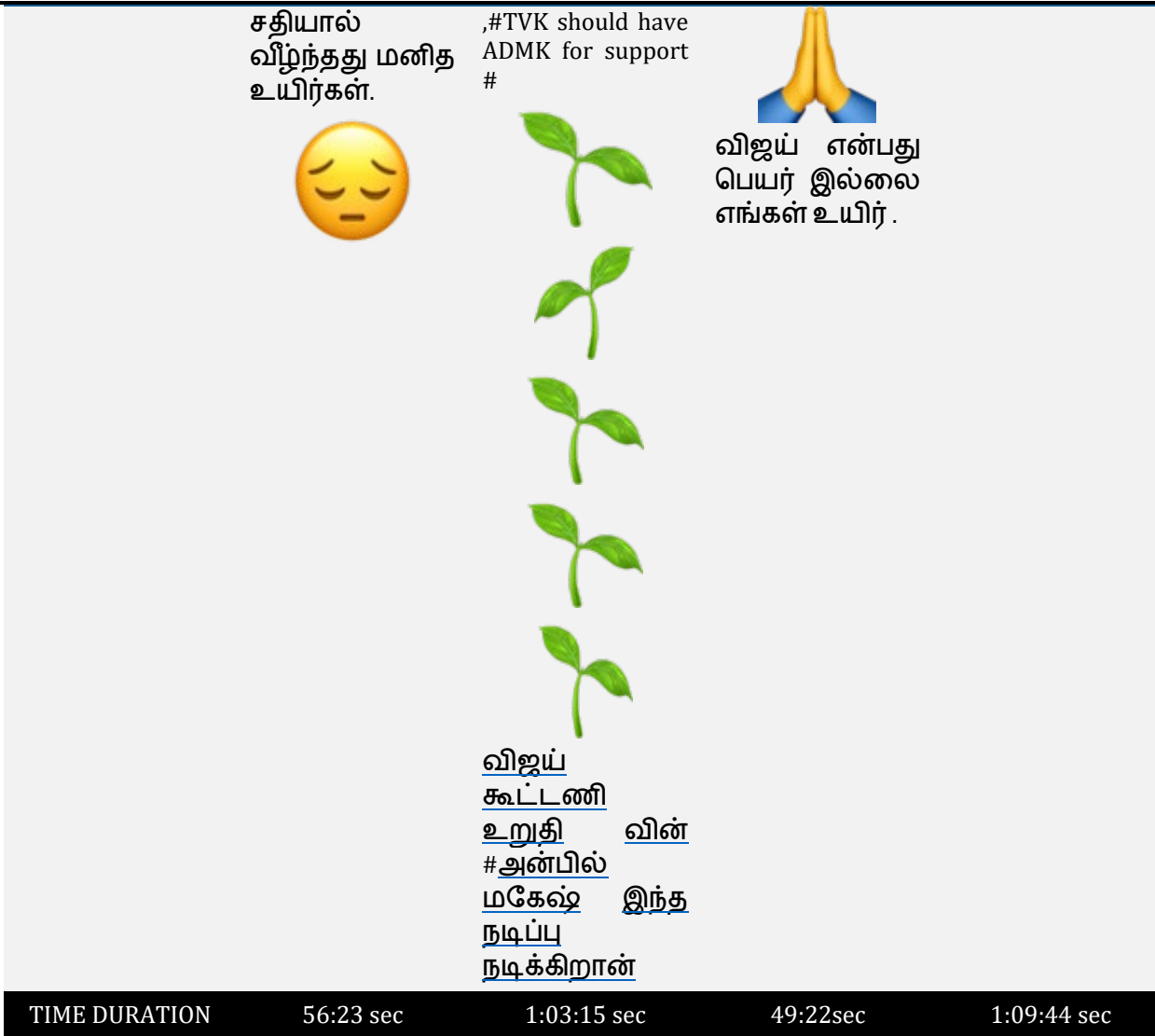
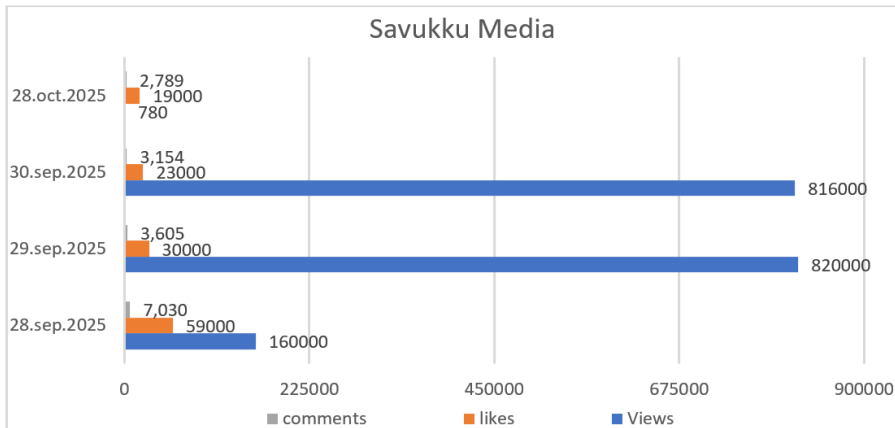


Figure 1



The audience's attention changed over the four dates. On 28 September 2025 the video received the most attention, with 7,030 comments, 59,000 likes, and 160,000 views. Many people reacted to and spoke about it. On 29 September 2025 views increased to 820,000, but comments (3,605) and likes (30,000) decreased. More people watched live streams, but fewer interacted. On 30 September 2025 the views remained high at 816,000, with 3,154 comments and 23,000 likes. People were still interested, but

interactions decreased. By 28 October 2025 views (780), comments (2,789), and likes (19,000) had decreased significantly. This shows that attention decreases over time. The trend shows that audience engagement was highest immediately after the event and then decreased slowly.

SAVUKKU SHANKAR FIRST VIDEO ANALYSIS

Table 4

(5:04) to (6:55)	Savukku Shankar mentioned unverified information in his first video. Those ambulances were often deliberately left in the TVK vijay meeting crowd
(8:49),(10:29),(11:38),(12:20)(16:56),(26:50)(28:51),(36:45)(38:50)(40:31)	Savukku shankar mentioned Senthil Balaji arranged mens for threw the sandal at vijay in that TVK meeting,shankar blamed senthil balaji create this problem,Police department intentionally let give this place to vijay. Police officers know that there would be problems in the narrow space; it is a deliberate conspiracy by the DMK party.
(41:36) (45:37)	The DMK government formed the Aruna Jegatheesan Commission because Aruna Jegatheesan reported on what the DMK thought.

SAVUKKU SHANKAR SECOND VIDEO ANALYSIS

Table 5

(05:35) (06:14) (08:50) (10:42) (14:23) (15:20) (16:50) (18:02) (22:10)(23:58)(24:50)(34:50)(35:57)	The DMK government is trying to hide all the mistakes they are making and blame Vijay. It was the DMK people who threw the sandal. Anbil Mahesh pretends to cry; we can give him an Oscar; he is playing politics with this issue. The DMK party tried to create a problem by leaving an ambulance in the TVK meeting crowd and demanding it. The police department is trying to blame Vijay for the incident.
(06:27) (11:50) (19:49) (23:44) (24:45) (25:29)	The police filed a fake FIR against Vijay. The DMK Government is taking illegal action against Vijay. The DMK Government continued to politicise this incident.

Savukku Media described the Karur incident as a political issue. The headlines focus on how the tragedy became a political problem and question the state's chief minister and ruling party leaders. Shankar strongly frames the government's role and its failures. Edappadi Palanisamy has demonstrated good leadership.

The language and tone were described as harsh, blameful, and emotional.

Visuals include screenshots, FIR copies, rally scenes, and political images, which make political blame appear stronger. Long videos (almost an hour in some cases) allow for extended discussion.

The comments section shows a lot of anger toward the government, and many people participate in it. The focus seems to be on creating a strong political message regarding the DMK government. Vijay's main alliance is with the Alliance ADMK party.

Polarisation Effect: High. The direct blaming style and emotional language likely increase political divisions among the viewers.

- Video 1 = 28-Sep-2025
- Views: 1.6M
- Likes: 59,000
- Comments: 7,030
- Misinformation: possible
- Disinformation: High. Unverified allegations exist

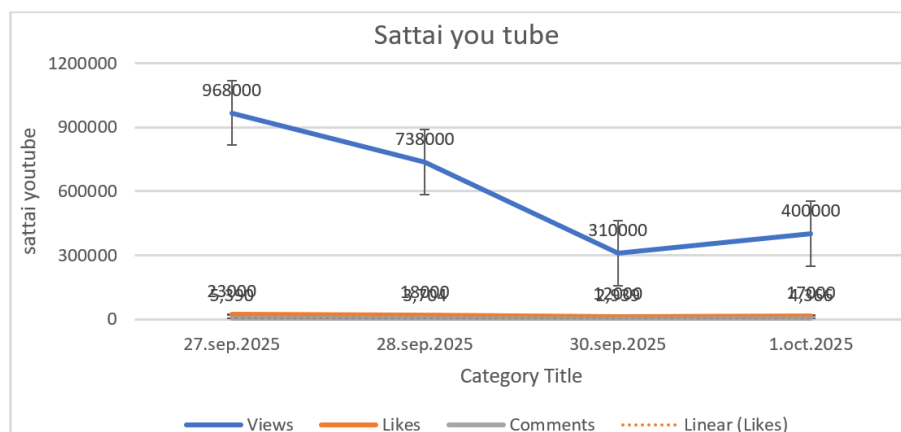
- Malinformation: High probability (true facts framed to create political damage)

Savukku's first video had the highest engagement among all four videos. The framing of the incident as a tragedy of political issue likely triggered a strong emotional and political reaction; the other three videos decrease audience engagement

Table 6

Channel name	Sattai	Sattai	Sattai	Sattai
Subscribers	1.9M	1.9M	1.9M	1.9M
Views	968K	738K	310K	400K
Likes	23K	18K	12K	17K
Publishing date	27.Sep.2025	28.Sep.2025	30.sep.2025	1.0ct.2025
Headline	கரூரில் 40 பேர் மரணம் 150 பேர் கவலைக்கிடம் விஜய் கூட்டத்தில் நெருக்கடி 40 people dead in Karur 150 people in critical condition Crisis at Vijay's meeting	கரூரில் நிகழ்ந்த கொடூர மரணங்கள் விஜய் மட்டும்தான் காரணமா? திமுகவின் திட்டமிட்ட சதியா? The brutal deaths in Karur: Is Vijay the only one responsible? Was this a planned conspiracy by the DMK?	கலவரத்தை தூண்டிவிடும் ஆதவ் மறைக்கப்படும் கரூர் உண்மைகள் பெலிக்ஸ் கைது சிக்கப்போகும் சவுக்கு	உண்மையை மறைத்த விஜய் வெளியான கரூர் ஆதாரங்கள் புஸ்ஸியை தூக்கும் காவல்துறை டெல்லியில் ஆதவ் ?
Audience comments	5,390	3,704	2,939	4,366
Youtber name	Durai murugan	Durai murugan	Durai murugan	Durai murugan
Framing the incident	The sattai youtuber present how the Karur stampede is presented whose responsibility is and media influence	Framing not as a neutral incident blaming vijay party authorities, TVK party organisers and majorly TVK leader vijay	Identifying the cause of this Karur incident as a failure of the TVK political party, emphasising TVK leader Vijay's fault, and against Savukku media and Redpix,	The video appears to mobilise viewers toward political interpretation and judgement of leadership, with examples of poor crowd control, late arrival of leaders, lack of safety planning and governance gaps.
Language And Tone	Direct and forceful, with clear political opinions and strong criticism rather than calm reporting. Aiming to influence how viewer feels about who is responsible for karur incident	mobilising strong emotions uses strong and confrontational language,	It uses strong,angry, and confrontational language, reinforcing a highly political narrative.	Presenter uses strong political language, often criticizing the government and event organisers, mixing emotional appeal
Visual Representation	The thumbnail likely has big bold Tamil text and political images to grab the viewer's attention. Inside the video, expect graphics, clips, that keep viewers engaged	Sensational karur Photos,videos,news clips	karur stampede incident meetings multiple photos in backdrop,videoclips,	Videos official news clips or statements (police or govt releases)

Comment s section reaction	This raises questions about celebrity culture, fan behaviour, and crowd mentality. Anger, strong blame of vijay and TVK party Criticism of vijay and media	Many comments express anger, frustration, and disappointment toward political leaders and authorities.	comments are show against vijay fans, tvk leaders,	Comments show a mix of political against tvk parties,event organisers,government officials
Audience Engagem ent	Audience engagement with this video was high, as evidenced by the large number of likes, comments, and replies. Viewers actively interact with videos and each other by engaging in political debates and discussions..	Audience active with many likes, replies, and lengthy discussions in the comments but compare to before video number of comments and likes was reduced	Audience engagement suggests viewers are actively debating and emotionally involved numbers of comments and likes is reduced	The video had high engagement, with a large number of comments and active reply chains, indicating that the topic resonated strongly with the audiences.
Links	https://youtu.be/k2WB5E0GKZ8?si=QWk_RHPR35YvMEyt	https://youtu.be/vcLpH6WHkew?si=bI4RPUhalfuZex4	https://youtu.be/nXz1pZ7U5h4?si=vDihtkR76k8r_cAp	https://youtu.be/GnRpeCUezFw?si=xK36wPhIoX59V6iT
Audience Impact	political distrust,emotional reaction,critical opinions about political leader#கூத்தாடி பின்னாடி போகாதீங்கன்னு சொன்னா கேட்டார்களா...#இதுதான் முட்டாள்களுக்கு ஏற்படும் கதி முட்டாள் ரசிகர்களுக்கு என்னுடைய ஆழ்ந்த அனுதாபங்கள்   #விஜயை சிறையிட வேண்டும்	The video influenced viewers by reinforcing political opinions and increasing emotional reactions related to the incident. Many viewers express a greater trust in YouTube.#மக்கள் திருந்த வேண்டும் ஒரு நடிகரை பார்ப்பதற்காக தன் உயிரைக் கொடுக்கும் மக்கள்   #நடிகர்கள் அரசியலுக்கு வந்தால் இது தான் நடக்கும் மக்களுக்கு விழிப்புணர்வு தேவை	The audience shows strong responsibility and validation of the presenter's views with political comments against the vijay, TVK party members.# ஒரு அணில் குஞ்சை கூட காணவில்லை.யோ சிக்க ஆரம்பிக்கிறார்களோ ?! # ஒரு அணில் கூட கமெண்ட் போடல. ...சாட்டை எழுத்து சுதந்திரத்தை பறிச்சிட்டார் 	Audience responses showed that the video pushed the discussion toward political responsibility and strengthened existing political views rather than encouraging neutral or balanced thinking.#சினிமா ரசிகர்கள் பின்பத்தில் ஒளிந்து கொண்டிருக்கும் தற்குறி tvk தலைவர்
Duration	13 : 22 sec	20 : 59 sec	33 : 50 sec	32 : 33 sec

Figure 3

The engagement pattern over the four dates shows ups and downs instead of steady growth. On 27 September 2025 the video received the most attention, with 968,000 views, 23,000 likes, and 5,390 comments. This shows high public interest immediately after the event. By 28 September 2025 all three numbers decreased. Views dropped to 738,000, likes to 18,000, and comments to 3,704, meaning that the initial curiosity slowed, but people remained interested. On 30 September 2025 the views dropped to 310,000. Even though views fell significantly, likes (12,000) and comments (2,939) did not drop as much, showing a smaller but still interested audience. However, on 1 October 2025 engagement increased again. The views, likes, and comments were 400, 000, 17,000, and 4, 366, respectively. This bounce-back might be due to new discussions, media coverage or ongoing debates. Overall, the data show an initial spike, a drop as interest faded, and a partial comeback as people continued to talk about the issue.

SATTAI FIRST VIDEO ANALYSIS

Table 7

(04:26) (04:56) (05:38) (08:29) (09:03)	TVK members drinking alcohol during the Karur meeting. This was one of the main reasons for the Karur stampede. Sattai Duraimurugan said 60 members died in banglore stampede(It is disinformation because 11 members only died in Bangalore stampede). Sattai Duraimurugan said 13 members died in Chennai Air Show actually 5 members are only died in Chennai AirShow).Media wants to TRP Rating so Media telecasts 24/7. It is one of main reason of Karur Stampede(Unverified Misinformation)
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SATTAI SECOND VIDEO ANALYSIS

(01:20) (03:00) (10:06)	In this video, Duraimurugan stated that two pregnant women died in the Karur incident, but this information was unverified (i.e. disinformation). Sattai Durai says in a Karur incident there are 36 of the 41 people who died in the the incident they daily wage earners.
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SATTAI FOURTH VIDEO ANALYSIS

Table 8

(01:58) (06:07) (12:06) (14:57)	In fourth video Sattai Duraimurugan says 3 people died in vikkiravandi meeting and 3 others died at the meeting in Madurai but any other television and media outlets has not revealed it because all the media outlets support indirectly, 400 to 500 people suffer in dizziness in karur meeting (unverified disinformation)
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SATTAI's approach is aggressive and focuses on the individual. The headlines are direct and provocative, often blaming specific people and suggesting hidden truths. The incident is shown more as the fault of political leaders and celebrities, specifically, pointing out Vijay has to take full responsibility for this stampede

The language and tone were forceful, angry, and mobilising. Thumbnails use bold text and sensational images to attract viewers.

Comments show strong emotional responses, including anger towards Vijay, the TVK, and political actors. Engagement levels were consistently high.

The way news is structured makes people think about who to blame and may lead them to make political judgments. It encourages viewers to take action,

Polarisation Effect: Very High. Strong words and direct attacks on people are likely to divide followers, strengthening political groups and increasing hostility.

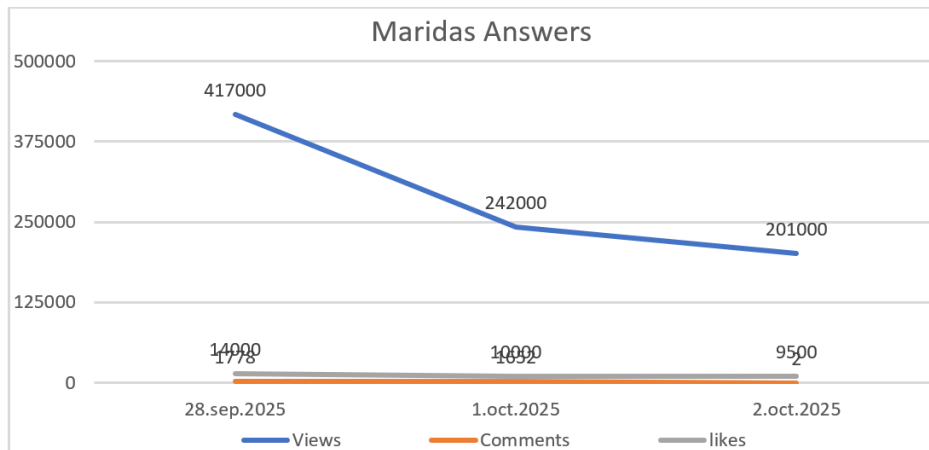
- Views: 968K
- Likes: 23,000
- Comments: 5,390
- Misinformation: possible
- Disinformation: moderate to high
- Malinformation: High probability

The first video received the highest engagement of all four videos. After that, there was a continuous decrease until the fourth video shows a slight recovery in views only

Table 9

SLNO	1	2	3
Channel Name	Maridhas Answers	Maridhas Answers	Maridhas Answers
Subscribers	1.12M	1.12M	1.12M
Views	417K	243K	201K
Likes	14K	10K	9.5K
Publishing Date	Sep 28, 2025	Oct 1, 2025	Oct 2, 2025
Headline	கரூர் விஜய் : கரண்ட் கட் செய்தவன் எவன்? போலீஸ் விளக்கம் அரசியலா? புஸ்ஸி ஆனந்த் கைது விரைவில் Karur Vijay: Who cut the electricity? Is the police's explanation political in nature? Pussy Anand to be arrested soon	உண்மையை மறைக்கும் விஜய்! செந்தில் பாலாஜி செருப்பு விளக்கம். உங்க எமன் (விஜய்) வரேன்Vijay hiding the truth! Senthil Balaji's sandals explanation. Your Eman (Vijay) will come!	ஆதவ் டெல்லி ஓடிட்டான்! ஆனந்த் தலைமறைவு! இவனாக யாருனு தெரியுமா ரசிகர்களுக்கு?Adhav has fled to Delhi. Ananda has disappeared! Do fans know who he is?
Audience Comments	1,778	1,652	817
Youtber Name	MARIDHAS	MARIDHAS	MARIDHAS
Framing Of The Incident	The event was framed around why it happened and who was responsible. With the response of government and TVK political fans, common people	Framing Vijay and his party is not fit for politics; they do reference content in their own video	One of the strongest framing techniques in political incidents. Poor crowd management, Delay of the political leader, Tvk leaders disappeared and audience members
Language And Tone	Uses strong and force full tone to influence audience preceptions	Uses Anger and betrayal sentiment tone	Angry,sympathetic, and emotional, focusing on victims and suffering families.
Visual Representation	stampede photos and meeting place blue prints	TVK political meetings viseos, vijay photos, stampede photos	Crowd footage from the rally, Scenes of victims or family members

Comments Section Reaction	government and the People's Fault" Narrative. Fan culture is thus framed as irrational and harmful.	Comments trigger lots of perceptions and sharing due to emotional resonanc	Many comments blamed Vijay for arriving late, poor preparation, lack of drinking water, overcrowding, and insufficient emergency access.
Audience Engagement	This video was high, as seen through the large number of likes, comments, and replies. Viewers actively interact	Audience active with many likes, replies, and lengthy discussions in the comments but compare to before video number of comments and likes was reduced	Audience active with many likes, replies, in the comments but compare to before video number of comments and likes was reduced
Links	https://youtu.be/ZF9qC323ncY?si=FtjToN1iw9CMmyOS	https://www.youtube.com/watch?v=Kl4YT7ekfnU	https://youtu.be/rCVIE-lyQWw?si=ZWE3CpjbSNNsscDc
Audience Impact	Anger or frustration, either toward the organisers or toward the circumstances that allowed it to happen. #எவ்வளவு ஆசை இருந்தாலும், குழந்தையை எல்லாம் கூட்டத்திற்கு கொண்டு போவது மக்களின் முட்டாள்தனம் மட்டுமே.	Distrust against vijay and his political party #குழந்தையினுடைய தாய்மார்களுக்கு அறிவில்லையா அப்படி ஏன் விஜயை பார்க்க வேண்டும் #தற்குறி கட்சி ஆரம்பித்து இது வரைக்கும் 50 பேர் கொலை பண்ணிட்டான். தற்குறி கூட்டம் கூண்டோடு கைது செய்யப் பட வேண்டும் இறைவா....	It raises awareness of crowd safety and management planning failures. It has contributed to wider public discussions about who should be held responsible for ensuring safety at large gatherings and how political or public leaders handle emergencies when crises arise. #சினிமா வசனங்கள் வைத்து ஆட்சியை பிடித்து அந்த காலம் இப்போது அது நடக்காது விஜய் மண்ணை கவ்வுவது உறுதி..! #அரை வேக்காடு எல்லாம் கட்சி ஆரம்பிச்சா இப்படிதான் #இறந்தவர் களுக்கு TVK சார்பாக ஒரு இரங்கல் போஸ்டர் கூட ஒட்டவில்லை..
Duration	18:48	16:47	12:31

Figure 4

MARIDHAS YOUTUBE CHANNEL

On 28 September 2025 the video received 417,000 views, 1,778 likes, and 14,000 comments. This was the highest engagement of the three days. By 1 October 2025 the numbers dropped to 242,000 views, 1,652 likes, and 10,000 comments. This shows a clear decrease in audience interest compared to 28 September. On 2 October 2025 views decreased further to 201,000, and comments slightly decreased to 9,500. The number of likes remained almost the same at approximately 1,800. Overall, views and comments steadily declined after 28 September, while likes remained mostly unchanged during this period.

MARIDAS FIRST VIDEO ANALYSIS

Table 10

(02:57) (04:55)	Senthil Balaji has planned to create a problem in Karur incident. The police department gave the okay to Vijay, knowing that this place would cause problems. The DMK party is waiting to create problems for the BJP. Anbil Mahesh played the role of the hospital.
(04:55) (05:36)	
(06:40) (07:46)	
(7:36) (08:04)	

MARIDAS SECOND VIDEO ANALYSIS

Table 11

(09:58)	Maridas said 9 people were died and 22 people were dizziness in Trichy campaign.(Unverified Mal Information) because three members only died in road accident
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Maridhas approaches the incident with a focus on suspicion-oriented questions like “Who cut the electricity?” Crafting narratives that suggest secrecy or betrayal is also common. Judgment of vijay and party members. This framing method aims to reveal alleged hidden aspects and challenge political integrity. Against Vijay and dmk.

The tone is characterised as angry, assertive, and emotionally compelling.

Visual elements include footage of crowds, images of victims, and scenes from political meetings that may intensify these emotional reactions.

Comments express distrust of Vijay and his party, along with narratives blaming them. Although engagement numbers are slightly lower than those of Savukku Media and SATTAI, audience reactions indicate ideological alignment and the reinforcement of distrust.

Polarisation Effect: High. The way the issue is presented strengthens suspicion and prompts supporters to adopt a doubtful or antagonistic view of specific political leaders.

1 = 28-Sep-2025

- Views: 417K
- Likes: 14,000
- Comments: 1,778

- Misinformation: possible
- Disinformation: Moderate to High
- Malinformation: High

The first video engagement is the closest to public attention; the other two videos have slightly reduced comments, and likes also decline significantly.

CONCLUSION

In the 21st century, we are caught up in the rapid development of technology. We have very little time to stop and examine the news calmly and determine its truth. Through the technology we use, we increasingly learn by listening to and watching news on social media. This study focused on the challenges faced by the traditional news values in the context of citizen journalism's approach to the Karur stampede incident in the digital media. The results indicate that digital platforms enable quicker and broader involvement in news production, yet frequently without verification and/or editorial control of the content. Some channels demonstrated a fairly neutral tone, others employed politically and emotionally motivated frames. A lack of substantiated claims and selective reporting in a few instances led to misinformation and polarization. The study revealed that high engagement was achieved when the content was dramatic or confrontational in a political nature. This is an example of how digital opinion leaders shape the opinion of the public. This research study focuses on the continued significance of gatekeeping. Editors check facts, balance content and safeguard good news practice before publication in traditional journalism. In contrast, citizen journalism sometimes goes around this process, which can lead to the dissemination of misinformation at a much faster pace. The Karur stampede case highlights the need to have responsible gatekeepers as digital media can influence public opinion even before the investigation. Thus, the proliferation of citizen journalism has a strong role in creating an extension of democratic participation in news, but with the importance of having an ethical responsibility and good gatekeeping to ensure the accuracy of news, public trust, and social stability.

The research results reveal that citizen journalists' so-called influencers manipulate and affect the public perception and polarisation of the social media user, subscriber and viewer in the name of citizen journalism. The researchers found that the traditional journalists are more credible than citizen journalists. This is because there are gatekeepers or editors who check the news they are going to publish before it is made available to the public and decide which news should be published, which should not be published, whether there is unverified information, whether there are false messages (disinformation) in the news. Citizen journalism has little of this process of examination. Therefore, this study recognizes the importance of the system of 'gatekeeping' to control the information created by citizen journalists.

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