

Exploring the Role of Mobile Journalism in Enhancing Awareness of Crimes Against Women

Pratyoosh Vatsala

PhD Scholar, Department of Mass Communication, Mangalayatan University (MU), Beswan, Uttar Pradesh, India

Received: 30th August 2024 / Accepted: 08th October 2024 / Published: 12th November 2024

© The Author(s), under exclusive license to AimBell Publication

Citation: Pratyoosh Vatsala (2024). Exploring the Role of Mobile Journalism in Enhancing Awareness of Crimes Against Women, Journal of Global Management Perspectives, 1(1), 028-034

DOI: <https://doi.org/10.54646/jgmp.2024.05>

Abstract: This study explores the role of mobile journalism in enhancing awareness of crimes against women. Using a quantitative research design, data was collected through a structured survey with 100 respondents, employing Likert scale questions to gauge perceptions on mobile journalism's effectiveness, its influence on public perception, and its impact on policy change. The findings indicate that mobile journalism is widely perceived as effective in documenting and reporting crimes, with a significant number of respondents recognizing its role in raising public awareness and fostering empathy towards victims. Despite this, concerns about the reliability of information and the direct influence of mobile journalism on policy changes remain. The study highlights both the strengths and limitations of mobile journalism in advocating for issues related to violence against women, providing insights into its effectiveness and areas for improvement.

Keywords: *Mobile Journalism, Crimes Against Women, Public Awareness, Policy Change, Effectiveness, Empathy, Reliability, Influence.*

INTRODUCTION

In recent times, mobile journalism, or "mojo," has become a significant force in the media industry. Thanks to the widespread use of smartphones and social media, mobile journalism has made news reporting more accessible, enabling individuals to quickly capture and share news stories like never before [1]. This development has important implications for various social issues, particularly those concerning crimes against women. For example, during the #MeToo movement, mobile journalists quickly captured and shared video testimonies and live updates on social media platforms, bringing immediate attention to the issue. Similarly, in cases of street harassment or protests, mobile journalists can instantly broadcast incidents, which helps raise awareness and prompt faster responses from authorities and the public

Offenses such as sexual violence, domestic abuse, and harassment remain major problems globally. Despite ongoing efforts by governments, NGOs, and advocacy organizations to tackle these issues, challenges persist in reporting, raising awareness, and responding effectively. Mobile journalism offers a fresh way to bring attention to these issues, potentially transforming the traditional mechanisms of news reporting and advocacy.

Mobile journalism involves utilizing mobile devices, like smartphones and tablets, to create and share news content. The growth of this field can be attributed to the availability of high-quality mobile cameras, advanced editing software, and the widespread use of social media. These technological advances have empowered ordinary people to take on journalistic roles by documenting real-time events that might otherwise remain unreported [2].

Crimes against women include various offenses like sexual assault and domestic violence, frequently underreported due to stigma, fear of retaliation, and distrust in legal systems. Mobile journalism can help mitigate some of these challenges by giving victims and witnesses a platform to share their experiences [3].

Moreover, mobile journalism empowers communities and individuals who might otherwise remain voiceless. By providing a platform for victims to share their stories directly, mobile journalism can challenge existing narratives and highlight

systemic issues related to crimes against women. This grassroots approach proves effective in raising awareness and fostering solidarity among those affected. The influence of mobile journalism extends beyond reporting; it has the potential to shape public opinion and motivate policy changes. When mobile journalism exposes crimes against women, it often presents raw, unfiltered portrayals that can foster awareness and empathy, increasing pressure on policymakers and law enforcement to address these issues.

Research indicates that media coverage significantly influences public attitudes and policy responses to social issues[4]. Mobile journalism's capacity for real-time reporting and direct audience engagement can amplify this impact. For example, notable cases of violence against women can spark widespread public discourse, shifting public opinion and prompting calls for legislative change. Additionally, mobile journalism can act as a catalyst for policy reform by exposing deficiencies in existing laws and practices. Providing documentation of victims' experiences and authorities' responses, mobile journalism can highlight failures within the justice system and advocate for improvements to better protect women. It can also support advocacy by providing concrete evidence and testimonies to push for changes in policies and practices.

Mobile journalism emerges as a powerful tool for raising awareness about crimes against women, offering new pathways for reporting, documentation, and advocacy. By giving victims, a platform for real-time storytelling and amplifying their voices, mobile journalism can enhance public understanding and promote policy reforms. Nonetheless, it is crucial to tackle the challenges associated with mobile journalism, including issues of credibility, privacy, and ethics to fully realize its potential. As mobile journalism continues to develop, its significance in combating crimes against women will likely grow, shaping the future of media reporting and social advocacy.

Objectives

1. To Analyze the Effectiveness of Mobile Journalism in Reporting and Documenting Crimes Against Women.
2. To Evaluate the Influence of Mobile Journalism on Public Perception and Policy Change Related to Crimes Against Women

LITERATURE REVIEW

The integration of mobile journalism (mojo) into the media landscape has brought about significant changes in how news is produced, shared, and consumed. This literature review examines the evolving role of mobile journalism, particularly in the context of reporting on crimes against women. Mobile journalism has emerged as a powerful tool for enhancing public awareness and engagement through its ability to provide real-time updates and facilitate interactive content creation. However, its impact on reporting quality, ethical standards, and policy influence remains a critical area of exploration.

They investigate how social media was utilized during the Delhi Gang Rape case, a significant event that garnered international attention [5]. This study analyzes how journalists and activists employed social media to document and discuss the resulting protests. The researcher found that social media played a critical role in providing real-time updates and amplifying underrepresented voices, enhancing public engagement with the protests. Their findings underline how social media facilitates rapid information dissemination and creates new storytelling avenues that traditional media often overlook. However, the study also points to gaps in understanding the long-term effects of social media on journalism practices, consistency across different contexts, and the implications for journalistic workflows and public trust during crises.

They explore news media practices concerning the reporting of women's sexual exploitation, emphasizing the media's crucial role in shaping public perceptions and responses [6]. The study critiques the media's tendency to provide distorted or incomplete portrayals of sexual exploitation, often leading to victim-blaming and ethical issues. It advocates for more accurate and objective reporting while stressing adherence to ethical standards. The research uncovers significant gaps regarding the media's impact on public opinion and policymaking and calls for further investigations into adherence to ethical guidelines, the effectiveness of media training, and overall reporting quality on sensitive issues.

They evaluate the impact of mobile journalism on journalistic methods and identities within the rapidly changing media landscape [7]. Their literature review discusses how the rise of smartphones and the convergence of media forms have reshaped news production and consumption. They note that while mobile journalism has transformed newsrooms and practices, there remains a need for further exploration into its long-term consequences for journalistic standards and professional identity. Future research could examine how mobile journalism influences news quality, the balance between speed and accuracy, and the evolution of journalistic identity amidst changing consumption patterns.

They examine the role of mobile media in democratizing journalism in India, focusing on Chhattisgarh's rural and underprivileged communities, particularly Adivasi populations speaking Gondi, who are often neglected by mainstream media [8]. The study highlights CGnet Swara, a mobile participatory journalism initiative, for its role in empowering local voices and addressing media coverage gaps. The findings emphasize the potential of mobile media to enhance democratic engagement and representation, yet they also point to the need for further investigation into the broader implications of mobile media on journalism in similar contexts, including the scalability of such models and their effect on mainstream media practices.

It analyzes the transformative effect of mobile phones on media practices by the end of 2008, noting a massive increase in mobile subscriptions globally [9]. This growth has led to rising mobile phone use for information access and media creation. The report highlights the emergence of citizen media, where individuals utilize mobile platforms to produce and share content, marking a shift toward participatory media. New applications supporting mobile content creation foster a more interactive media environment. Traditional media organizations are adjusting by incorporating user-generated content and making their work available on mobile devices. The report underscores the significant role of mobile phones in altering media practices, enhancing interactivity, and broadening individual participation in the media landscape.

Their study the effects of incorporating mobile blogging in journalism training [10]. The research, involving 71 undergraduate students from Russia and Kazakhstan, assesses how blogging enhances students' learning and skills. The study introduces innovative teaching methods for integrating blogging into journalism programs. Findings indicate that mobile blogging improves students' writing abilities, content management skills, and understanding of digital journalism. The practical experience of blogging bridges the gap between theory and practice, making it an effective tool for journalism education. The study highlights the advantages of blogging in preparing students for success in the digital media landscape.

Research Gap

Current research on Mobile Journalism (mojo) lacks a focused exploration of its specific impact on reporting and addressing crimes against women. While the reviewed studies underline the transformative potential of mobile and social media in journalism, they also reveal several gaps. More comprehensive investigations are required to understand the long-term effects of these media forms on journalistic practices, including quality, ethics, and professional identity. There is also a lack of research on how mobile and social media shape public trust in news, engage audiences, and influence policy changes. Although studies examine the broader impacts of mobile technology on media and journalism education, they do not delve into mojo's effect on the quality, accuracy, and ethical standards of reporting on gender-based violence. Furthermore, there is insufficient analysis of how mobile journalism prompts policy changes and legal reforms regarding crimes against women and its long-term sustainability in various cultural contexts. Addressing these gaps could yield insights into mojo's effectiveness in raising awareness and facilitating social change related to crimes against women. Future research should focus on evaluating observed patterns' consistency across different contexts, the effectiveness of media models in diverse environments, and the scalability of participatory journalism initiatives.

RESEARCH METHODOLOGY

Research Design

To explore the role of mobile journalism in enhancing awareness of crimes against women, this study will employ a quantitative research design. The primary method of data collection was structured survey using a Likert scale questionnaire. This approach allows for the systematic measurement of respondents' attitudes, perceptions, and experiences related to mobile journalism and its impact on awareness of crimes against women.

Sampling

A sample of 100 respondents were selected for this study. The sampling method will be non-random, targeting individuals who are active users of mobile journalism platforms and have a reasonable awareness of crimes against women. This sample will be drawn from a diverse population to ensure representation from different demographics such as age, gender, and socio-economic background.

Data Collection

Data were collected using a structured survey designed to assess respondents' views. Questions focused on how well mobile journalism captures and reports crimes against women, the reliability of such reports, and the speed of dissemination. The survey used a Likert scale for responses, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale allowed respondents to express varying degrees of agreement or disagreement with each statement.

Data Analysis

Data analysis was performed using the Frequency Distribution. Frequency distribution used to determine how often each response category (from the Likert scale) is selected by respondents. This provided a basic understanding of the general trends and patterns in the data. This quantitative research design, utilizing a structured survey with a Likert scale, provided valuable insights into the role of mobile journalism in enhancing awareness of crimes against women. By analyzing the data through frequency distribution, graphical representation, and descriptive statistics, the study aims to assess the effectiveness of mobile journalism and its impact on public perception and policy changes.

DATAANALYSIS

The data analysis section of this research examines the impact of mobile journalism (mojo) on awareness and reporting of crimes against women. Using a quantitative approach, data were collected through a structured survey employing Likert scale questions to assess respondents' perceptions of mojo's effectiveness, influence on public awareness, and impact on policy change. The analysis focuses on interpreting these survey responses through frequency distribution and graphical representation to identify trends, patterns, and insights. This section aims to provide a comprehensive understanding of how mobile journalism contributes to enhancing awareness of gender-based violence, evaluating its strengths and limitations based on empirical data.-

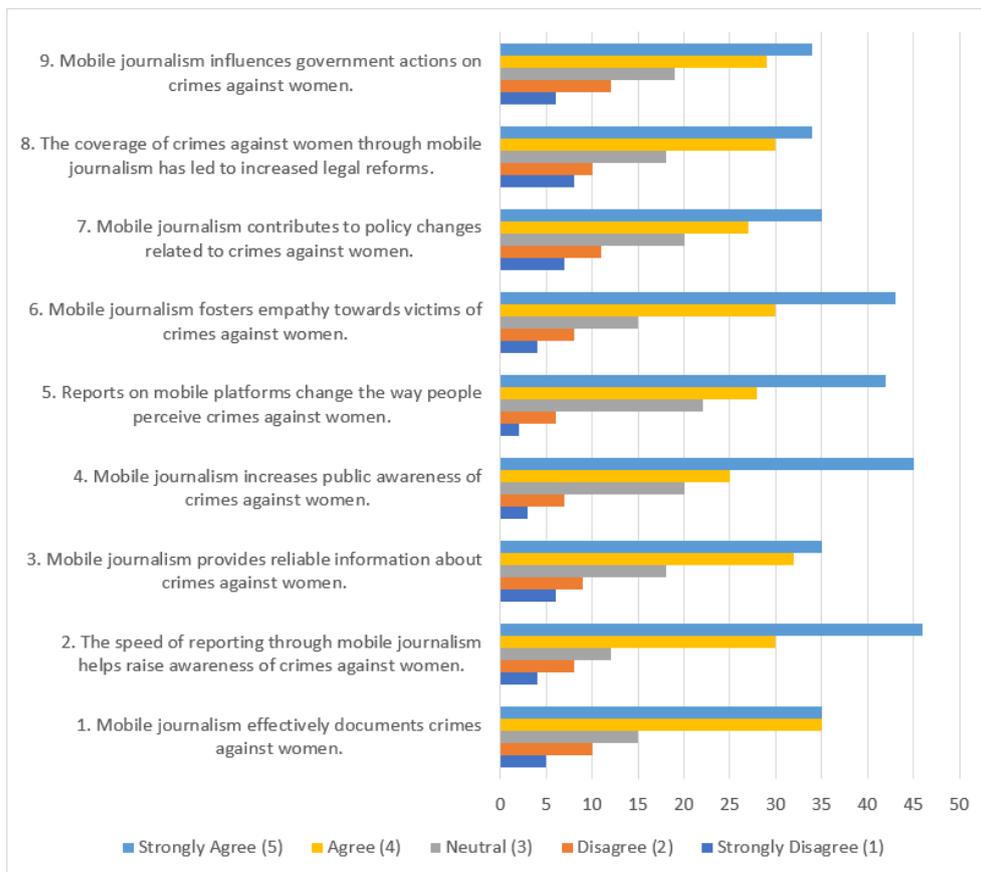


Fig. 1. Graphical Representation of Responses

Tab. 1. Frequency Distribution of Responses

	Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
Effectiveness of Mobile Journalism :	1. Mobile journalism effectively documents crimes against women.	5	10	15	35	35	100
	2. The speed of reporting through mobile journalism helps raise awareness of crimes against women.	4	8	12	30	46	100
	3. Mobile journalism provides reliable information about crimes against women.	6	9	18	32	35	100
Influence on Public Perception:	4. Mobile journalism increases public awareness of crimes against women.	3	7	20	25	45	100
	5. Reports on mobile platforms change the way people perceive crimes against women.	2	6	22	28	42	100
	6. Mobile journalism fosters empathy towards victims of crimes against women.	4	8	15	30	43	100
Impact on Policy Change:	7. Mobile journalism contributes to policy changes related to crimes against women.	7	11	20	27	35	100
	8. The coverage of crimes against women through mobile journalism has led to increased legal reforms.	8	10	18	30	34	100
	9. Mobile journalism influences government actions on crimes against women.	6	12	19	29	34	100

The frequency table provides a detailed view of respondents' attitudes toward mobile journalism and its role in addressing crimes against women. The analysis of responses reveals significant insights into the perceived effectiveness, influence on public perception, and impact on policy change.

Effectiveness of Mobile Journalism

Respondents generally view mobile journalism as effective in documenting crimes against women. A majority of 70% of respondents agree or strongly agree that mobile journalism effectively captures and reports these crimes, reflecting a strong belief in its value as a tool for reporting. However, a minority of respondents (15%) express skepticism, indicating concerns about the completeness and accuracy of mobile journalism reports. The speed at which mobile journalism reports incidents is also seen as a crucial factor in raising awareness, with 76% agreeing or strongly agreeing that rapid reporting enhances public awareness. This suggests that timely dissemination of information is valued by the respondents and is considered essential for increasing awareness. Despite this, 12% of respondents remain neutral, reflecting some uncertainty about the effectiveness of speed in contributing to awareness. In terms of reliability, 67% of respondents believe mobile journalism provides trustworthy information, though 15% express doubts about its reliability. This highlights a general trust in mobile journalism, tempered by concerns about potential misinformation or verification issues.

Influence on Public Perception

Mobile journalism is perceived to have a significant impact on public perception of crimes against women. A substantial majority, 70%, of respondents agree or strongly agree that mobile journalism increases public awareness of these crimes, indicating a strong belief in its effectiveness as a tool for informing the public. Additionally, 70% of respondents believe that mobile journalism changes the way people perceive these crimes, suggesting that mobile reports can shift public attitudes and foster a deeper understanding of the issues. The ability of mobile journalism to foster empathy towards victims is also recognized, with 73% of respondents agreeing or strongly agreeing that it helps build emotional connections

and understanding. This reflects a positive view of mobile journalism's role in humanizing victims and eliciting compassion.

Impact on Policy Change

When it comes to influencing policy change, opinions are more mixed. While 62% of respondents agree or strongly agree that mobile journalism contributes to policy changes related to crimes against women, a notable 38% remain neutral or skeptical about its direct impact on legal reforms. Similarly, 64% of respondents believe that mobile journalism coverage has led to increased legal reforms, indicating a recognition of its role in advocacy. However, the presence of skepticism, with 18% of respondents remaining neutral, suggests that while mobile journalism is seen as influential, its role in driving legislative changes may not be universally acknowledged. Regarding government actions, 63% of respondents agree or strongly agree that mobile journalism influences governmental responses to crimes against women. This indicates a belief in its capacity to affect policy and action, although 25% of respondents are unsure or skeptical about its direct influence on government decisions. The responses highlight a general perception that mobile journalism plays a significant role in documenting crimes against women, raising public awareness, and influencing policy and government actions. While there is considerable support for its effectiveness and impact, some skepticism remains, particularly regarding its reliability and direct influence on policy changes. This nuanced view underscores both the value and the limitations of mobile journalism in addressing these critical issues.

CONCLUSION

The rise of mobile journalism coincides with a surge in mobile phone usage worldwide, offering new opportunities for immediate and widespread dissemination of information. This immediacy is crucial in the context of crimes against women, where timely reporting can significantly impact public awareness and response. Mobile platforms enable real-time updates and facilitate interactive engagement, potentially altering the way such crimes are reported and perceived. Despite its potential, the integration of mobile journalism into the coverage of crimes against women raises important questions about the quality, accuracy, and ethical standards of reporting. While mobile journalism can increase visibility and foster empathy, it also presents challenges related to information reliability and the potential for sensationalism. Moreover, the influence of mobile journalism on policy changes and legal reforms concerning gender-based violence remains underexplored. This research aimed to fill these gaps by examining how mobile journalism affects the reporting of crimes against women, its role in raising public awareness, and its impact on policy and legal responses.

The study shows that mobile journalism is largely viewed as an effective tool for documenting and reporting crimes against women. Respondents appreciate the speed and timeliness of mobile journalism, regarding it as crucial for raising awareness and educating the public. The strong endorsement of mobile journalism's role in enhancing awareness and fostering empathy signifies its significant impact on public perception and emotional engagement with victims. Nonetheless, the findings also reveal skepticism about the reliability of information and its direct effect on policy changes. While mobile journalism is credited with prompting policy and legal reforms, uncertainty remains about its success in driving meaningful legislative changes and influencing government actions. These mixed responses suggest that while mobile journalism is a valuable asset in addressing violence against women, challenges regarding information reliability and the extent of its policy impact persist. Ultimately, mobile journalism is recognized as an essential aspect of reporting and advocacy, yet addressing issues around reliability and maximizing its policy influence could further enhance its effectiveness.

REFERENCES

1. Mahon J, Dip PT. *The mojo revolution: A critical evaluation of mobile journalism practice and its impact on journalistic identity.* 2021.
2. Quinn S. *Mobile journalism: The latest development in the evolution of newsgathering.* In: *International News in the Digital Age.* Routledge; 2012. p. 77-89.
3. Impe AM. *Reporting on violence against women and girls: a handbook for journalists.* UNESCO Publishing; 2019.
4. Happer C, Philo G. *New approaches to understanding the role of the news media in the formation of public attitudes and behaviours on climate change.* *Eur J Commun.* 2016;31(2):136-51.
5. Belair-Gagnon V, Mishra S, Agur C. *Emerging spaces for storytelling: Journalistic lessons of social media from the Delhi Gang Rape case.* *Nieman Journalism Lab.* 2013;8:478-92.
6. Ali S, Youssef E, Qamar A. *Analyzing the news media practices concerning sexual exploitation of women.*

Multicult Educ. 2020;6(4):90-9.

7. Westlund O. Mobile news: A review and model of journalism in an age of mobile media. *Digit J.* 2013;1(1):6-26.
8. Choudhary S. Mobile Media Democratising Journalism in India: A Case Study of Chhattisgarh. In: *Handbook of Digital Journalism: Perspectives from South Asia*. Singapore: Springer Nature Singapore; 2024. p. 445-54.
9. Verclas K, Michael P. *A Mobile Voice: The use of mobile phones in citizen media*. MobileActive.Org, Pact, USAID; 2008.
10. Rozhkov A, Bulatova M, Noda L. Mobile blogging as a mean to improve journalism education. 2020.