

PHENOMENON AND PROBLEMS OF ONLINE INFORMATION IN ALBANIA

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Abstract

With the technological development of our era, the cell phones screen is substituting the televisions screen. A Smartphone in the pocket, with internet connection informs you in real time about the latest developments in every corner of the world. The traditional medias, which have their websites, and individual websites- or “digital native media”- show up in social media bombard with information the audiences every day. This type of information, which is also the object of this study, holds in itself the positive and negative sides of the media, journalist and audience. Thanks to this enhancement the social networks have turned into a very powerful media. Besides that, all the traditional media, television, newspaper and radio are using the social networks as a mean of resisting the continuous competition. After all, there only needs to be a citizen with a cell phone with a camera and connected to the internet and he can be the one to inform or condemn actions in social networks. There are many cases in our country that citizens, by using the social network as a media and only cell phone as a mean, have made public audio and video scandals of corruptions or even video footage of different events. So the question arises: Are journalists needed anymore? The answer is that journalists will always be needed, but only if they adapt to the technological changes and show that they are different by investing and risking more on investigation cases and corruption scandals. From the analysis and observations made it was identified that ethnic and professional problems, disinformation and plagiarism are present cases of online information. Online information has changed the audience too, by making it more segmented and collaborative. While this online media is enlarging with unpredictable rhythm, it still continues to be “condemned”, because all the tentative to make it pay-per-view have failed. The fact that in our country the online information is being made by personal websites or digital native media, with certain personnel and staff just for the online information speaks clearly about the importance and development that online media is having. That is why the analysis, opposition, study and debate related to the phenomenon and problems of the online media serve only to the professional development of this media, in which we are all included.

Keywords: *online media, audience, journalist, information, professionalism.*