

TECHNOLOGY ROLE IN MASSIVE MEDIA INFORMATION RELIABILITY

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ABSTRACT

Economical and social development is well connected with technology implementation in Albania. Innovation is becoming an integral part in each sector of the state. Telecommunication, Internet, digital elements, mobile technology and WiFi are some priorities of the strategy about information Society framework. Massive media is taking advantage of this digital epoch. Many media companies have implemented sophisticated devices for a better distribution of information. All their cooperators are completed with this technology. Internet has reduced the costs and is offering very high speed data rate. These advantages are being used in communication. Journalists are making live reports from different places in the World. Meanwhile, new applications offer the technology In Cloud, where people can save everything. Citizens Media is also a part of reporting part. Beside all these advantages, there exists a problem with Internet and technology, which has to do with believability. Goal of this study is to discover the effect of these elements in evidencing Information distribution. Which are the favorable factors and other factors that reduce the level of reliability? For this reason, I am going to present an analysis of the technology development in Albania. I will figure out the benefits of innovation in informing. I will also bring out some examples about technology abuse. In the end I will interpret all the data and get to conclusions. This study comes out with important conclusions on how technology can be used to raise reliability in informing.

Keywords: Technology, information, reliability, services, society.