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 if 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.

EVIDENCE OF PHENOMENON

Information is becoming as important as air we breathe. From Gutenberg period, massive communication forms have been changing in continuity. Internet and digital technology stand as guardians for technology innovation. Globalization epoch can't be understood without communication. Massive media has always dared to implement new innovation for people benefits.

Till '90s, Albania was under dictatorship. Media was controlled by communism regime. Everything changed after democratic processes, at the beginning of new millennium. Albanians are really poor people, but they want to be informed. Media companies have implemented many new devices of last technology. Also the state has invested, because Albanian's future is toward Europe Union. At the moment 60% of population has internet access and 100% own a mobile phone. Beside traditional media, even citizens are contributing in informing process. In the daily work of journalists, internet and digital technology have an important part. They are using innovation to be more precise, fast and objective in their reports. Other possibilities offer data transmission, archiving and sharing for a purpose they might have.

But, there is always a risk. First of all, information is not always filtered out. Not always it comes from safe sources. For this reason, people inform in a wrong way. Because of low cost and wide access everyone can contribute in journalism advancement. Archive logic will spread out soon and it will raise the level of journalists work. Stories with photos, text, audio and video

will gain an important role (B.Haak, M. Parks, M. Castells, 2012, f. 11). This shows a progressive change-mentioned by authors- because citizens have the power to join these big archives and surf into them and realize or analyze stories.

Digital technology is creating a global archive for journalists all over the world. For example, ArchiveSocial is one of these platforms which offer free information (ArchiveSocial, 2015). Besides this, through Internet can be saved thousands of books, photos, music and everything else that has to do with business, entertainment ect. Digital libraries work like reference points for journalist. World digital library has already 11,324 articles that come from 194 countries and this is just the beginning.   (Congress Library, 2015). In 2010 there were a lot of information, but none had an idea about processing and filtering it. I can mention here, when Wikileaks thrown on Internet secret state documents, and people thought they are trustworthy. Some questions that need an answer are: When the information is safe? What is the percentage of people exposed to false information?

In this intensive world with limited time, people are directed to online media. Imagine the negative effect of false information. Professional media is always considered a safe source of information, mostly for individual histories. Politic, economic and social happenings create the life of a person or a group of persons. For this reason, information should be as truth as it can. Information and communication technology (ICT) is a term connected with communication role and wireless signals, computers, audiovisual systems, together offering access, transmissions and manipulation of information.

The purpose and objectives of the project

This project aims to:
- Reveal the spread of information technology in Albania.
- Identify its use by professional journalists and citizens participation. Identify cases of positive and negative impact on the credibility of the news Recommend measures to be taken that technology to be operational reliability

The research question, hypothesis and methodology

Study research question: What is the role of technology in enhancing the reliability of information in the mass media? Hypotheses:
Technology is massively used by professional journalists and citizens participation. Media professionals and citizens are getting only false information. The legal framework and control filters are not up to the mark.

Methodology

To finalize the results of this study I will follow this methodology:
I will know the statistics of information technology in Albania. I will have information about uses of the Internet and technology from professional journalists and reporters in attendance. Present Cases when using the good of society and technologies abuse. I will analyze the results of random survey and interpret input from citizen's opinions on the reliability of the technology. I will refer to the legal framework then I will arrive to conclusions.

Technology or reliability?

Giner (2015) says "Today there is no need for printing, and readers do not need any newspaper to get the news. We get news anytime, anywhere and are mainly achieved through your smart phone, which is consulted nearly 140 times a day ".The same author says that mobile has become an integral part of our lives at home, to the office, traveling or even in bed. In fact, 75 percent of us get in the bedrooms our mobiles to check for any news, while checking Twitter and Facebook has become something usually as the last thing you do before going to sleep, and the first when you wake up.

This is all something new, never before has happened something like this in our life: This is the revolution of digital information. "Even if something changes as distribution, format, speed, interaction, the amount of information ... there is one thing that will never change. This is the most important one, which is called reliability "(Giner, 2015).

In the Business of media, the meaning of reliability is when you earn money, because if you earn money than you will be independent, in this case you will be also reliable. If you are faithful you will have the reader, the reader get ads, and earn money from advertising, independence, credibility, readers and advertising. Reliability is a very precious commodity. You may possess television or radio stations, spend money to invest substantial sums in social media platforms, to design exciting applications or to create nice websites, but you can never buy credibility. "The man purpose of media is credibility. All other things are very simple. "(Telegram.hr june 2015)

Statistical data technology in Albania

Albania is the last in Europe related to the index of development of information technology (IDI) in 2015 ,also is placed the 94-th in the world, according to a ranking published recently by the International Union of Telecommunications (ITU) in the "Measurement Society information. " Albania had 4.73 points in the ranking of 2015, from 3.65 points in 2010. Despite the improvement, Albania has moved more slowly comparing to other countries.
Fixed mobile: Total of 250,000.Subscribers in 100 inhabitants: 8 (2014)
Comparing with other countries Albania is the 123th.

Mobile network: Total users 3.4 millions. Subscribers in 100 inhabitants: 111 (2014). Comparing to world rate, Albania holds the 133th place. General evaluation for telephone system: Despite new investments in fixed lines, tele-density is low. Mobile use is very common and effective. The less fixed telephony capacity is well compensated by cellular telephony since 1996. From 2011 tele-density is 100%. Broadband internet services have started operating since 2005, but increment has been low. Internet cafés are very popular in Albania. Code for international call is 355. Albania-Italy, Croatia and Greece connection is done via underwater cables. Trans-Balkan line a combination of cable and optic fibers secures connection with Bulgaria, Turkey and Macedonia. Sometimes international traffic is also realized by radio-relays.

Broadcast media

3 public television networks, one offers satellite transmission for Albanian communities in neighbor countries. More than 62 private television stations. Cable TV is offered for the whole

country, cities and villages. 2 public radio networks and 91 national and private one. 15,528 Internet Hosts. 1.7 million Internet users or 56.5 of population.

Uses of Cloud and storing Cloud for massive communication benefits

Many people are using technology to transfer and store information. For massive communications forms this has a unique interest. This due to the fact that traditional media has speeded up information transmission and has reduced its cost. Journalists and operators are using technology to upload and share photos, videos, articles. Professionals can create their own archives. In cloud you can deposit photo, video, audio, texts, files ect. At the moment the most popular applications are We-Transfer and Send Space. We-Transfer offers file transmission till 2 GB. As a result, traditional media has reduced expenses for filmic view transmissions that asked transceiver, monitors, mixers, antennas, energy ect by just one link. Social networks and Internet are also used a lot as a communication way. Traditional platforms are cooperating with Facebook, Skype, Twitter to report news. Facebook and Twitter are frequently visited for news based on photos. Skype has another important advantage, it offers transmissions by figure and sound. These opportunities create more chances for journalists and citizens to report news.

Cloud storing is the latest tendency of technology for different needs in Albania. Due to operative system, file type, profession ect Albanians are using more and more services like One Drive by Microsoft, DropBox and iCloud by Apple. Microsoft One Drive and Google Drive are free services that consumers prefer using. MOD offers a capacity by 15 GB free for each user. It is needed only to be registered and activate the service, so easy. If you invite friend, using it, you are going to win 1 more GB for each new friend. Google Drive offers a capacity of 30 GB free till 100 GB if you invite friends.

In case you want to deposit or store big memory files, than you can pay for more memory in a very economic way. OneDrive is the cheapest. It offers 1TB for just 6.99$/month. Google Drive offers the same capacity for 9.99$/month. Digital archive is a very comfortable way of storing materials. At the moment at World Digital Library you can find information like "Albania", "Young Albania", "Five Girls Knitting", "The History of the Life and Deed of Scanderbeg, the Prince of Epirus", ect.

Technology role in increasing media information reliability

Digital technology has absolutely brought positive changes for news quality and reliability. Now it is in a new stage. It makes redistribution of communication power easier. By this, it has changed journalism focus, from gathering information into processing and storing them.
Internet propagation, use of smart phones like i-Pad, tablets, i-Pods, expansion of social networks and other online communication forms has definitely revolutionized information sources and has made stories and events more completed.

Cases from the world

These sources have made professional journalists become more precise and objective. The Guardian reporter, Paul Lewis, pays a lot of attention to "crowd sourcing", to make articles and events more transparent. Lewis doubted about Ian Tomlinson death reasons, a magazine seller, who were in the middle of protests against G20 meeting in 2009.

Official sources declared that Tomlinson died because of natural reasons and during expertise there was no sign in his body. Lewis asked the eye witnesses to gather information about the real reason of Tomlinson death.

He posted an article in Internet and shared it Witter, where within 6 days were collected 20 testimonies. Witnesses said that Tomlinson was attacked by police officer and then filmic views confirmed their testimony (Lewis, P. 2009). Filmic views showed that Tomlinson was attacked by very violent hits which then provoked hemorrhage, so he died. This made police to ask forgiveness and brought out justice for Tomlinson family. This way, Lewis believes that digital technology support transparence by raising responsibility in our world (Lewis, 2013). Technology not only has increased reliability and transparence, but it has also stimulated global interactivity. Examples like Wordpress and other blogs or platforms offer people the right to give their opinion, debate for local and global levels. This facts gives power to normal people in the process of information transmission.

Meera Vijayann, a journalist from Bangalore-India, is a typical example about how a digital post can attract public attention to raise conscientious for gender violence. During her life, she faced sexual violence and knew pretty well what other women had experienced. Vijayann prepared a video about her thoughts against sexual abuse in Bangalore, and then sent it to iReport CNN, part of an international network. After that, many people were stimulated to report their cases of violence, from all over the world. Video publication above all, made all women and girls in India react. Number of reports for cases like that increased with 6 times more. This obligated Indian government to vote for a penal low, which intend to protect women against sexual violence (Vijayann, M. 2014). (Taylor, M. 2013).

Cases in Albania

On March 28 of 2016, a group of Dutch journalists came to Albania and posted some photos about a women killed in 1997 in Amsterdam. Since 19 years, nobody knew anything about her identity. Photos were published through Klan TV. After many investigations, the family of victim founded. They identified that she was Zyra Hida, a clandestine women who went to Italy in 1996. After these facts, policy opened her documents and declared the wanted authors. This is a significant case where technology helps people for more information. Technology also gathered thousands of people against chemical weapons and Radia river deviation. Civic protests were organized only by citizens, journalists and social networks.

The protests became more massive as they obligated government to cancel the agreements. In the same way, in January 2014, for Radika's river, exploded many protests in many cities. These protests attracted international factor and obligated Macedonian government to stop the project. After many denunciations about catastrophic effects, in October 2015, project was definitely stopped. For the moment, many protests are being organized for two important causes like law against smoking and environment protection.

Negative effects of Technology

Gillmor 2015 says "the biggest worrying problem of this trend is that professional platforms want to publish news as fast as they can and fall into false news". After two exploded bombs in Boston, Facebook was the first who posted photos of the suspicious person. In a rapid way networks shared with each-other so much, till even bombardment were evaluated as legitimate. (The Guardian, 2013)

In the same way, on April 24 2013 were published a tweet from Associated Press account in Twitter, about an attack on White House, where Barack Obama was injured. Within few minutes 6000 people re-tweeted it, but in fact it was fake news. This fake alarm brought many negative effects for American people and American bursa. Citizens were collapsed and AP lost its credibility.

People post and share a lot of news. These news are not enough reliable. Reliability is one of the hottest topics discussed in communication sciences. There are formed two kinds of camps. One who supports journalism with participation and asks from professional platforms to filter news before transmitting them. On the other hand stand a group of specialists who says that media should never trust news by normal citizens. Starting from scoops, the fact of being the first, hidden competition or media director's ideology, many professional journalists publish false news. Doing this, they not only insult private life of a person, but also deform their platform reputation.

A case like that happened when a journalist from Elbasan on March 27 2013, reported for News 24, the death of Demir Hyskaja- famous artist. The news was not verified. But other TV stations published the news as well, just to be in coherence. After the news was published on TV, even online magazines failed on this fake report. Even though the artist was fine, many online portals did not remove the news. Magazines like "Dita", "Forumi Shqiptar", "Shqiptarja.com", "Ikub.al" still keep having the news in their page. Then, his familiars reacted about this fake news, because the artist was perfectly well. On December 2 2013, "Ora News" TV noticed the death of a talented Albanian singer Vace Zela. The gaffe continued from other TV stations, even though nobody verified the news. After hearing about the news, singer by herself reacted from Switzerland, telling she was alive, not dead. Her daughter Irma and her husband Pjetri reacted surprisingly about where that news came out from. It was terrible, her familiar were shocked.

There have been many cases in Albania where media has ruined the reputation of a person or company. But penalizations are just a few. The same results are noticed even in journalism with participation. Beside positive benefits of digital technology in citizen's journalism, there exist some negative elements. The major factor has to do with citizens, they are not professional, don't have trainings and have not studied about it. Professor David Zakinsi part of Georgia University believes that this is a big concern. He mentions an example: "A percentage of public trusts that Obama is moslem and John McCain is a father of an Americano-African children-all these created and posted from not responsible persons. This is frightened" (Alderman, 2008).

There are hundreds of fake articles in social networks and professional platforms in Albania. Fake calls, privacy problems, false accounts are really spread out. Another negative effect of technology relates with citizens who abuse in commercial sphere. They may publish different information, to favor a fake product or service. Technology offers a very comfortable medium to share information and its availability has affected any fields like education, media, government ect.

All these arguments make us understand that journalism with participation actually is a development of activism culture through new networks of communication. Journalism with participation is definitely part of media evolution. Some psychologists have realized that technology turns one out of 10 users into anti-social person. In the whole world, researchers have discovered that around 182 millions of us are totally depended from Internet use.

Meanwhile web is becoming really in, many serious studies are needed about Internet disorders.

Tomas Chamorro-Premuzic, psychologist at College University of London, and other psychologists analyzed cellular and Internet habits of 1000 persons. The newest disease is called NETBRAIN. People who suffer from it, show high level of narcissus, little attention and are frightened about being or not as happy as others are.

Questionnaire results

After a random questionnaire with 100 citizens in Elbasan city related to media reliability and reasons of trusting a specific media resulted: 28% of them trust more the magazines, 23% of them trust more the radio, 32% trust Television and 17% trust Internet. (Look the table)

Media	Sample	Reliability
Magazine	100	28%
Radio	100	23%
Television	100	32%
Internet	100	17%

Table shows the percentage of reliability of people toward different forms of massive media

As we can see, 32% of people trust Television as the most trustworthy media, because the news is presented with audio and video, and chances for lying are low. Many of them continue trusting magazines as a written form. Radio Reliability has decreased because people may invent everything they want and Internet for most of the people is not a safe source of information. In Internet, information is not verified and everybody can post news.
Second question of the questionnaire: How does technology affect information reliability and why?

53% of them answered: It affects in a positive way, because innovation stands near the truth and chances for deceit are low. 47% of them answered: It affects in a negative way, because technology is capable of changing the real information and selling it.

Abuse Protection

Viviane Reding (Rights Protection Commission, 2014), asks from all Europe countries to put common rules for citizens protection against data information maltreatment. "These rules should be worthy for all European market. Europe citizens should obey these rules connected with Internet use, no matter where they come from" (Reding, V. 2014). A privacy protection structure and cybernetic crime structure does exist even in Albania. For some years there operates National Agency for Computer Security (ALCIRT).

What has been promised and how much it is done ?

Albanian government has promised to work further in 3 main directions:
Firstly, to promote digital services, e-services, for businesses and citizens. Secondly, they plan to incorporate massive services into education, so youths will b more specialized. Thirdly, they plan to consolidate digital infrastructure in Albanian territory, respecting European rules for free competition.

Electronic signature is known in Albania since 2008. Law number 9880, date 25.02.2008 "Electronic signature" and other acts are compatible with European Directive 1999/93/EC. From 2009 exists National Authority for Electronic Certification, which is the responsible institution for law treatment.

AKCE is now planning a new law for electronic signature and identification. Due to European regulation No 910/2014 of the European Parliament and of the Council of 23 July 2014 on electronic identification and trust services for electronic transactions in the internal market and repealing Directive 1999/93/EC, the law is a need for obligations. This regulation presents new concept like Electronic Identification, Electronic Stamp, Electronic Certifications for web servers ect.

After official approval of new draft law, there will be a more completed legal draft. This draft will know reliable services and accreditation, will also survey the subjects that offer and support these services. By the end of 2016 the cadre of law and technician in this field will be completed.

CONCLUSIONS

The Research about Technology role toward information reliability comes out with important conclusions:
- The research discovered propagation of information technology in Albania.
- Technology is offering quite cheap access costs for everyone.
- Technology has made possible local and global interactivity.
- Technology in advance is forming digital archive.
- Digital technology has developed quality and reliability of news.
- Technology may also be used to propagate fake news.
- Law cadre and control filters are not in the highest level.

RECOMMENDATIONS

In conclusion of actual situation analyze it is needed to:
1-Stimulate Digital development and increase Internet penetration.
2-IT infrastructure should be developed in order to spread broadband and fast access in all the country.
3-Increase the control filters by responsible organizations.
4-Society should be conscientious about using technology for their benefits.
5-Law cadre should be evaluated and become more completed in order to build a digital market ready to join regional and global development.

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