Mobile Journalism and News Consumption Patterns: Digital Media's Impact on Indian Journalism 2010–2026

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Abstract

The Newspaper business is getting radically different in India, with the start of the use of 'smart mobile', inexpensive Internet & social media since 2010 till 2026. This research paper will deal with the rise of mobile journalism (MoJo) and explore how it impacts news creation, news sharing as well as news consumption practices of Indian audience. It explores how digital platforms – including YouTube, Instagram, X and mobile news apps – affect journalism and journalistic practice, audience engagement, the culture and business of real-time news. It also delves into consumer preference for short, individualized and interactive news content via mobile. The paper discusses, both as an opportunity and as a challenge, the democratization of information, citizen journalism, the spreading of misinformation, ethical issues and waning trust in traditional news providers in connection to mobile journalism. The study evaluates the socio-cultural and employment ripples created through the digitalization of the journalism industry using secondary data, industry reports and recent case studies, while delving on the future of mobile news in a rapidly evolving digital society in India.

Keywords: Mobile Journalism (MoJo), Digital Media, News Consumption, Indian Journalism, Social Media Platforms, Citizen Journalism, Smartphone Journalism, Digital Transformation, Online News,