



CREDIBILITY CRISIS IN INDIAN TELEVISION NEWS: HISTORICAL EVOLUTION, DIGITAL DISRUPTION, AND THE ROLE OF YOUTUBE NEWS CHANNELS

Mukesh Yadav

Research Scholar,

Sharda University, Greater Noida (Up)

mukeshyadav@ignou.ac.in

ORCID: 0009-0009-2674-8416

Co Author:

Dr. Atul Arora

DECLARATION: I AS AN AUTHOR OF THIS PAPER /ARTICLE, HERE BY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT /OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE /UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION.FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE

Abstract

This study analyzed the credibility crisis in Indian television news by contextualizing it within its historical development and evaluating the effects of digital disruption, particularly highlighting the increasing prominence of YouTube news channels. Utilizing a descriptive and analytical research design, the study implemented a mixed-methods strategy that integrated historical analysis with primary data gathered from a structured questionnaire distributed to 100 news consumers. We used percentage and mean-based interpretation to do a quantitative analysis of how people feel about trust, bias, sensationalism, and platform preference. The results showed that people no longer trust Indian television news as much as they used to. This is mostly because of sensationalist material, perceived political bias, and economic pressures. In contrast, YouTube news channels were deemed to be more credible since they were seen as independent, had a variety of points of view, and interacted directly with their viewers. The study found that digital disruption has fundamentally changed the standards of credibility in the Indian news ecosystem. This has made digital platforms powerful alternatives to traditional television news and increased the need for institutional reform in broadcast journalism.

Keywords: *Television news credibility, Digital disruption, YouTube news channels, Media trust, Indian news media*



1. INTRODUCTION

For a long time, Indian television news has been a big component of shaping public opinion, political debate, and participation in democracy. After liberalization, television news in India grew from a medium that mostly provided information to a highly competitive, market-driven sector. But in the last several years, this change has been met with more and more public doubt about the trustworthiness, objectivity, and ethics of journalism. The increase of sensationalist formats, blatant political bias, and commercial demands has happened at the same time as a drop in viewer trust. This has led to what is now being called a credibility crisis. At the same time, the fast rise of digital media, especially news channels on YouTube, has changed how people consume news and added fresh stories that question the authority of traditional broadcast media. In this changing media ecosystem, it is important to look at the reasons, effects, and relative reliability of television news and digital platforms in order to understand how faith in news is changing in modern India.

1.1. Background of the Study

The basis of this study is based on how television news in India has changed over time and how the media environment has changed in the last 30 years. After the democratization of the 1990s, television news became a dominant medium. It grew quickly as more private news stations and 24-hour news cycles were available. This growth made information easier to find and more varied, but it also made the rivalry for viewers stronger, which meant that ratings, speed, and spectacle were more important than journalistic rigor. As time went on, worries about sensationalism, political polarization, ownership influence, and the decline of ethical norms became the main topics of conversation about the legitimacy of television news. The rise of digital media made things even worse for this ecosystem by splitting up audiences and letting new sources of news, especially on sites like YouTube, get by established gatekeeping systems. These digital platforms brought new ways to get news that were immediate, interactive, and made people feel like they were independent. This changed what people expected from news in terms of legitimacy and accountability. The credibility issue in Indian television news should not be viewed as an isolated event but rather as the result of interconnected historical, economic, and technological changes that are continuously reshaping the function of news media in Indian democracy.

1.2.From Broadcast Authority to Platform Competition in Indian News Media

The Indian news media landscape has changed a lot since the days when TV news was the main source of information. Now, there are many other platforms that compete with each other. In the early days of the growth of television news, a small number of broadcasters had much of the power over what went on the air, which made it easy for television to sway public debate. Digital platforms have changed this hierarchical structure by letting many people create, share, and challenge news stories at the same time. YouTube and other digital platforms have reduced entry barriers, weakened traditional gatekeeping, and raised rivalry for viewer attention, pushing television news to function within a crowded and comparative media field. As people move more and more between platforms, confidence is no longer based on institutional standing but is instead built through openness, interaction, and perceived independence. The move from broadcast authority to platform competition has changed the power dynamics in Indian news media in a big way and has directly led to the ongoing credibility crisis that television news channels are facing.

1.3.Research objectives

- To examine audience perceptions of credibility in Indian television news in the context of changing media consumption patterns.
- To analyze the impact of digital disruption on the trust and relevance of Indian television news.
- To evaluate the role of YouTube news channels as alternative sources of news credibility among Indian audiences.

2. LITERATURE REVIEW

Kumar et al. (2024) looked into how news anchors in Indian prime-time TV discussions showed ideological and partisan bias and how that affected how people saw credibility. The research indicated that explicit anchor interventions, selective framing, and adversarial debate formats markedly diminished viewer confidence in television news stations. The authors determined that anchor-driven bias had transformed television news from impartial mediation to performative advocacy, hence exacerbating the overarching credibility deficit in Indian broadcast journalism.



Kumar and Dutta (2024) investigated the growing incivility and impoliteness of Indian television news debates and its consequences for journalistic norms. Their findings showed that using angry language, interrupting people often, and putting on a show of confrontation had become common ways to get people interested in what you were saying. The study contended that this decline in civility compromised reasonable public conversation and diminished the legitimacy of television news by emphasizing spectacle over meaningful information.

Tripathi (2024) examined the impact of corporate ownership and commercial interests on news framing and media discourse in India. The research illustrated that market-driven imperatives progressively influenced editorial choices, leading to selective problem coverage and diminished journalistic autonomy. Tripathi determined that corporate greed constituted a substantial risk to media trust by aligning news narratives with economic and political interests instead of public accountability.

Prasad (2021) looked into how digital disruption has changed the Indian media sector, focusing on journalism companies and news models that are built on platforms. The research showed how digital-native news sites disrupted traditional TV news by using different forms, getting people involved, and making it easier for new people to get into the business. Prasad said that digital disruption has upset the conventional broadcast hierarchies and made television news compete in a media landscape that was broken up and based on trust.

George (2025) looked explored how people's habits of consuming content have changed by looking at how YouTube has become a major source of news and information. The study discovered that people progressively regarded YouTube news outlets as more accessible, independent, and responsive than conventional television news. George said that YouTube was like a second news ecosystem that changed what it meant to be credible by making creators responsible and letting audiences connect with them. This made it harder for digital news outlets to earn people's trust.

3. RESEARCH METHODOLOGY

The current study aims to investigate the credibility dilemma in Indian television news by contextualizing it within its historical development, analyzing the effects of digital disruption, and measuring the increasing significance of YouTube-based news channels. A mixed-methods



research strategy was utilized to obtain both structural trends and audience-level judgments of credibility. The technique was designed to guarantee analytical rigor, empirical validity, and coherence with the study's aims.

3.1. Research Design

The research employed a descriptive and analytical design. It was descriptive in that it talked about how Indian television news has changed over time and how digital platforms have come up. It was analytical in that it looked at changes in credibility, patterns of audience trust, and how people see television news and YouTube news channels differently.

3.2. Nature of the Study

The research was empirical, utilizing historical analysis and primary data collection. Secondary sources were utilized to frame the evolution of television news, whereas primary data facilitated the evaluation of contemporary audience responses to digital disruption.

3.3. Sources of Data

Primary Data

A structured questionnaire was used to gather primary data from those who read the news. The questionnaire utilized Likert-scale items to assess perceptions of credibility, bias, sensationalism, trust, and platform choice.

Secondary Data

Secondary data were gathered from:

- Academic journals and books on media studies and journalism
- Reports by media research organizations (e.g., media trust surveys)
- Archived television news content
- Digital media studies and policy documents
- Credible online sources and previous theses

These sources supported the historical and theoretical framework of the study.

3.4. Sampling Design

- **Population:** The population of the study comprised Indian news consumers who regularly accessed television news and/or digital news platforms.
- **Sample Size:** A sample of 100 respondents was selected to ensure manageable yet analytically useful data for a postgraduate-level study.
- **Sampling Technique:** A purposive sampling method was employed to include respondents who actively consumed television news, YouTube news channels, or both. This ensured relevance to the research objectives.

3.5. Tools for Data Collection

Data were collected using a **self-administered structured questionnaire**. The instrument included:

- Demographic variables
- Media consumption patterns
- Credibility and trust indicators
- Comparative evaluation of television news and YouTube news channels

The questionnaire was designed in simple language to minimize response bias.

3.6. Variables of the Study

- **Independent Variables:** Digital disruption, platform type (television news / YouTube news), content format
- **Dependent Variable:** Perceived credibility of news media
- **Control Variables:** Age, education level, frequency of news consumption

3.7. Methods of Data Analysis

Collected data were analyzed using **quantitative techniques** such as:

- Percentage analysis
- Mean score analysis

- Cross-tabulation

The results were presented through tables and charts for clarity and interpretability.

4. DATA ANALYSIS AND INTERPRETATION

This analysis looked at the data from 100 people to see how they consume news, how they think Indian television news is credible, and how YouTube news outlets are becoming more popular as digital disruption happens. We used percentage and mean-based interpretation to undertake a quantitative analysis to find the main patterns and changes in how much people trust the audience. The results show how the audience sees things, not how well the institution does its job. This is suitable because the goal is to judge credibility from the consumer's point of view.

The initial round of analysis concentrated on determining the predominant platforms through which respondents primarily consumed news content. To put opinions of credibility in context, it was important to understand how people consume news, since trust is often based on how often they see it and what platform they use. This table shows how the people who answered the survey are spread out based on the main way they get their news.

Table 1: Primary News Consumption Platform

Platform	Number of Respondents	Percentage
Television News	28	28%
YouTube News Channels	46	46%
Both TV and YouTube	26	26%
Total	100	100%

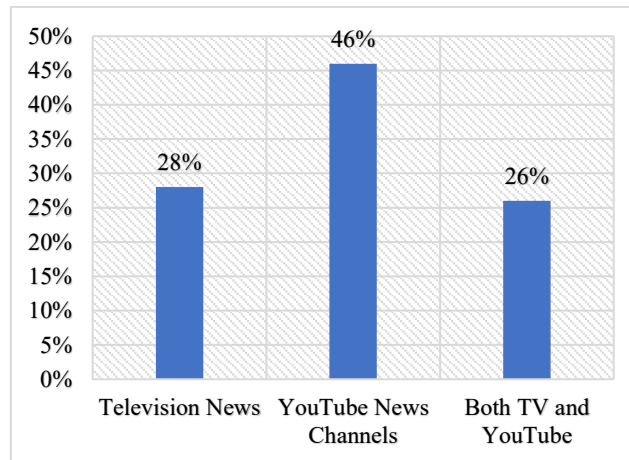


Figure 1: Visual Representation of Primary News Consumption Platform

The facts plainly show that the way Indians get their news is changing. While television news still had some dedicated viewers, most of the people who answered said they either just watched YouTube news channels or used both television and internet platforms to get their news. This change shows that television is becoming less exclusive as the major source of news and that digital platforms are becoming more common as mainstream news sources. The emergence of several platforms indicates that audiences are actively comparing narratives across different media, which has important effects on how we judge believability. Television news is no longer assessed in isolation; it is being compared to alternative internet narratives, resulting in heightened scrutiny and skepticism.

After figuring out how people usually get their news, the investigation looked at how much faith people had in Indian television news. Trust was seen as a primary indicator of credibility and assessed using a graded scale to reflect nuanced audience impressions rather than dichotomous evaluations.

Table 2: Level of Trust in Indian Television News

Trust Level	Respondents	Percentage
Very Low	22	22%
Low	34	34%
Neutral	24	24%
High	15	15%
Very High	5	5%
Total	100	100%

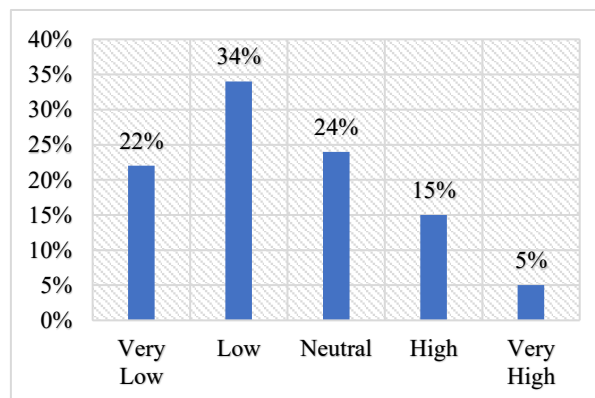


Figure 2: Visual Representation of Level of Trust in Indian Television News

The results show that Indian television news has a big credibility problem. More over half of the people who answered said they had little or no trust, while only a small number said they had a lot of trust. This discrepancy definitely suggests that there is a credibility crisis and that people don't trust the stories told on mainstream television news.

To go deeper into the fundamental causes of diminishing trust, respondents were requested to pinpoint the principal issues they perceived as contributing to the credibility crisis in television news. This enabled the study to transcend mere descriptive trust levels and investigate perceived structural and editorial deficiencies.

Table 3: Perceived Reasons for Declining Credibility of Television News

Reason	Respondents	Percentage
Sensationalism and TRP-driven content	41	41%
Political bias	33	33%
Lack of factual depth	16	16%
Corporate influence	10	10%
Total	100	100%

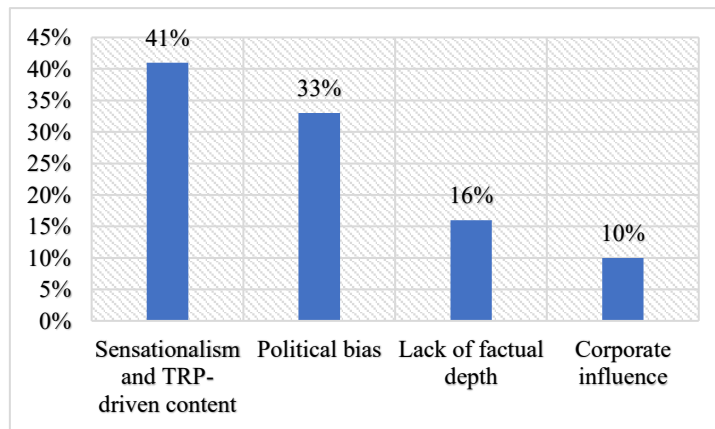


Figure 3: Visual Representation of Perceived Reasons for Declining Credibility of Television News

Sensationalism was the most common explanation given for a loss of confidence, with political prejudice coming in second. This shows that there are problems with the way television news is made, where financial interests and political beliefs seem to be more important to viewers than journalistic integrity.

The survey also looked at how much people trust YouTube-based news outlets, which is different from how people think about TV news. This comparison was essential to evaluate if diminishing faith in television news resulted in increased confidence in digital alternatives or merely indicated a broader mistrust towards media.

Table 4: Level of Trust in YouTube News Channels

Trust Level	Respondents	Percentage
Very Low	8	8%
Low	14	14%
Neutral	26	26%
High	34	34%
Very High	18	18%
Total	100	100%

YouTube news outlets have higher levels of trust than broadcast news channels. More than half of the people who answered said they had a lot of trust or very high trust, which shows that people are starting to see digital platforms as credible options, even while they are worried about regulation and verification.

To comprehend the reasons behind the perception of YouTube news channels as more credible, respondents were requested to specify the particular characteristics that bolstered their belief in digital news platforms. This investigation elucidates the credibility disparity noted between broadcast and YouTube news.

Table 5: Factors Enhancing Credibility of YouTube News Channels

Factor	Respondents	Percentage
Perceived independence	38	38%
Alternative viewpoints	29	29%
Direct engagement and transparency	21	21%
Speed of news delivery	12	12%
Total	100	100%

People liked YouTube news channels because they seemed independent and offered different points of view. People thought that digital artists were less affected by political or business constraints than TV news, which made them more credible to people looking for stories that weren't mainstream.

Lastly, the survey looked at how people thought digital disruption might affect the trustworthiness of television news on a larger scale. This evaluation sought to elucidate the ways in which technology and platform-level transformations were redefining audience expectations and frameworks of trust.

Table 6: Impact of Digital Disruption on Television News Credibility

Impact Perception	Respondents	Percentage
Strongly Negative	36	36%
Moderately Negative	29	29%
No Significant Impact	18	18%
Moderately Positive	12	12%
Strongly Positive	5	5%
Total	100	100%

A majority of respondents perceived digital disruption as having a negative impact on television news credibility. This suggests that television news organizations have struggled to adapt to the participatory, transparent, and on-demand expectations set by digital media platforms.

5. CONCLUSION

The research determined that Indian television news is undergoing a significant credibility issue influenced by structural, editorial, and technological elements. The analysis showed that people don't trust the media as much as they used to. This is mostly because of sensationalism, perceived political bias, and commercial pressures that have made journalism less deep and independent. Digital disruption has exacerbated this dilemma by introducing audiences to alternative news ecosystems, especially YouTube news channels, which are seen to possess

greater credibility because to their apparent independence, diversity of perspectives, and direct audience interaction. The results show that the trust problem that television news is having is not just a short-term change, but a long-term change in what viewers expect from news in a mixed media world. If television news organizations don't change their editorial priorities and adapt to digital standards of accountability and openness, their authority as the main news sources will probably keep going down in favor of decentralized internet platforms.

REFERENCES

1. Chattopadhyay, D. (2022). *Indian Journalism and the Impact of Social Media*. Palgrave Macmillan.
2. Dahiya, S., & Dahiya, S. (2023). *Digital first: Entrepreneurial journalism in India*. Oxford University Press.
3. George, A. S. (2025). *YouTube as the New Television: The Evolution of Content Consumption in the Digital Age*. Partners Universal Innovative Research Publication, 3(3), 1-19.
4. Ghasiya, P., & Sasahara, K. (2024). *Indian Legacy and Digital Media on YouTube: A Comparative Analysis of News Narratives and User Engagement*.
5. Iyengar, S., & Kinder, D. R. (2024). *News that matters: Television & American opinion*. University of Chicago Press.
6. Kaushal, V., & Vemuri, K. (2021). Clickbait—trust and credibility of digital news. *IEEE Transactions on Technology and Society*, 2(3), 146-154.
7. Kumar, A., & Dutta, P. (2024). *The civility crisis: incivility, impoliteness and the descent of TV news debates in India*. *Media Asia*, 51(3), 489-495.
8. Kumar, S., Kumar, R., Raj, A., & Genesis, B. C. W. (2024) *A study on News Anchors' biases in Prime-time debate and its effect on the credibility of TV News Channels*.
9. Pandit, S. (2023). *Remapping Indian television in the age of digitalization (2001-2020)*.
10. Pavlik, J. V. (2021). *Disruption and digital journalism: Assessing news media innovation in a time of dramatic change*. Routledge.
11. Philips, J., & Subramani, R. (2024). *Rising distrust: Digital media dethrones mainstream media*. *AWARI*, 5, 1–12.



12. Prasad, R. (2021). *Digital disruption? Journalism startups in India. Journalism, 22(8), 2122-2138.*
13. Sarkar, N., & Lal, R. (2023). *Changing trends of media ownership: Marketing through community engagement in Hindi television news channels. In Global applications of the internet of things in digital marketing (pp. 290-309). IGI Global.*
14. Thumpakattu, J. (2021). *The BBC's Portrayal of India: An Analysis of how the International News Coverage of India Changed in the Digital Era (Doctoral dissertation, City, University of London).*
15. Tripathi, S. (2024). *Corporate Cupidity Impacting News Framing and Media Discourse: A Threat to Media Credibility in India. Journal of Communication and Management, 3(04), 328-340.*

Author's Declaration

As an author of the above research paper/article, here by, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website /amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct, I shall always be legally responsible. With my whole responsibility legally and formally have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and hentriacontane is genuinely mine. If any issue arises related to Plagiarism/ Guide Name/ Educational Qualification /Designation /Address of my university/ college/institution/ Structure orFormatting/ Resubmission /Submission /Copyright /Patent /Submission for any higher degree or Job/Primary Data/Secondary Data Issues. I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the database due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Andhra/Driving License/Any Identity Proof and Photo) in spite of demand from the publisher then my paper maybe rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds Any complication or error or anything hidden or implemented otherwise, my paper maybe removed from the website or the watermark of remark/actuality maybe mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me.

Mukesh Yadav
Dr. Atul Arora
