

Impact of Users Comments with Users Generated Content-Content analysis of Al-Jazeera Channel on You tube

GHERABI AbdEsselem*

Laboratory of Research and Studies in the New Media, University Mohamed Boudiaf of M'sila,
(Algeria), abdesselem.gherabi@univ-msila.dz

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Abstract

This paper examines the Users Comments roles on social media platforms by discussions, Our study sample is Al-Jazeera on YouTube, Where We conducted an analyzed of 5704 comment on 231 Videos during the period from between 01/01/2023 and 20/01/2023.

These study revealed that comments Users systematically affect diffusion of News spread and feedback support, Especially what is related to politics and War and Religion and Human Interest. This paper presents a mapping of standing and purpose of user-generated content in the news production process. It also saves point of entry for the study of participatory media work as it evolves at news organizations.

Keywords : User; Comments; Content analysis; Al-Jazeera News Channel; Youtube.

*.Corresponding Author.

I- Introduction :

Media offer their users on their websites and social media channels, Not only are comment spaces increasingly widespread, so is the audience's use of them, making the online discussion of The media has gradually become 'normalized into social media', and most journalists use social media platforms to publish their work. YouTube is an influential social media platform, reaching over a billion users worldwide. Its extensive reach attracts professional and amateur video producers who turn to YouTube to inform, entertain and engage global publics. Focusing on YouTube.

In recent years commenting on Press news has become one of the most prevalent participation options that news news a popular way for people to engage with socio-political issues and others. The posting of reader comments gives users the opportunity to emphasize and evaluate certain aspects of the stories and enables them to add their own opinions as well as particular aspects that, from an individual's perspective, have not been addressed sufficiently in a news story, Scholars currently consider the commenting of online news stories the most popular and widely used form of online participation.

The reality, however, has been largely disappointing and has increasingly caused concern among scholars, journalists, and the public. The main reason is that the quality of the discussion in the comment sections is frequently low. A substantial proportion of the comments are unnecessarily disrespectful and impolite, i.e., user comments are often uncivil, and comments are often lacking in reasoned argumentation facing this reality, journalists fear that they pay dearly for the increased website loyalty of active commenter's, One central concern is that the low quality of user comments might affect the perceived quality of their work, and damage their brands.

his study explores the Role for User comments within Social media platforms, This study uses a Content analysis approach approach to examine forms of Users interaction of Al-Jazeera Channel on Youtube.

Against this background of challenges that comments pose to journalism and public discourse in general, we raised the following problem:" How to Impact users comments on users comments the perceived quality of of Media News content"?

The Two main objectives behind the research is to understand:

- How media organizations use media platforms to feed her news and Increase viewership;
- The roles of Users Comments in increasing news feed and spread.

The importance of this study appears in:

- build a bridge between the Social media platforms and Users Comments;
- Provide an overview of the of User roles with respect to the different features user comment analyses and provide Researchers with a well-informed starting point for their own studies;
- Highlight qualitative work that can be used for Social media platforms, methods to investigate particular aspects of user comments;
- Identify the potential for and limitations of automation of comment analyses, especially in communication studies;

- Integrate Results in an agenda for joint future research between Media organizations and Citizen Journalism researchers.

We focus on user comments that occur in a journalistic context because it is a domain of particular societal relevance and central to public debates. It is also a traditionally prominent subject in communication research. Additionally, user comments are not only an object of investigation in the social and human sciences, but also in computer science and computer linguistics where they are used as a data source for gathering information on product requirements, innovative new features or issues and as empirical data for the development of new analytical methods.

In line with the research objectives, the following research questions were formulated below:

- RQ1:What is the nature of news on Al-Jazeera Channel on Youtube ?
- RQ2:What is the gender of the interacting users?
- RQ3:What Categories User Comment Categories on Al-Jazeera YouTube Account ?
- RQ4:What is the content of the comments attract more engaged users on Al-Jazeera YouTube Account ?

The following Three hypotheses are tested:

- H1:Political videos receive the highest number of user comments.
- H2:The Comments Negative of Affects the User/reader.

To this end, we conducted a systematic review of content analyses investigating user comments in with Users Comments and identified what variables or constructs have, so far, been Analyzed in what way (qualitativelyquality of Comments affects news quality.

- H3:The Comments Negative affects Credibility of media news.
- H4:The Comments Negative of Affects the User/reader.

This paper is organized as follows. In the first section Definition of Search terms is introduced, the second section describes our the theoretical aspect, The third section presents the research method. Key findings are discussed, the last section concludes with a discussion of the theoretical and practical implications.

I.1. Definition of Search terms :

I.1.1. User Generated Content

An individual who uses a computer or some other equipment also called an "end user." The terms "user" and "end user" are synonymous; however, because IT professionals are users themselves when they operate the computer, they may prefer to use "end user" for the target user (employee or customer). (Flavián C. , 2015, p. 169)

User-generated content, or UGC, can be defined as generic term that encompasses a wide range of media and creative content types that were created or at least substantially Co-created by "users" that is, by contributors working outside of Conventional professional environments. Although UGC in digital formats is as old as computing technology itself, and UGC in no digital formats has an even longer history, the term emerged to widespread recognition especially with the participative turn in Web design

and practices that took place in the early years of the new millennium and is often referred to as the emergence of "Web 2.0". (Holt K. , 2015, p. 1799)

All user-generated content falls under three categories: Text, Pictures, or Videos. UGC can be any as following: (BANYAI, 2015, p. 278)

- Social media content
- Reviews and testimonials
- Blog posts
- Video content (including live streaming and AR lenses/filters)
- Q & A Forums (including comments)
- Case studies. (Soemaker, 2011, p. 34)

I.1.2. The Comments

something that you say or write that expresses your opinion". (Clifford, 1999, p. 59)

User Comments are descriptions or explanatory notes added to or interspersed among the statements of the source code. Such information may be particularly helpful in understanding and maintaining source code that was written or edited by another programmer. Also, the characters marking the beginning of a comment can be used to temporarily disable the function of a statement or several source codes for test purposes. (Ziegele T. , 2019, p. 1125)

I.1.3. Al-Jazeera News Channel

Al-Jazeera is a state-owned news channel affiliated with Al-Jazeera Media Network, founded on November 1, 1996, based in Doha, Qatar. Initially as a satellite channel for Arab news and current affairs and since then with the same name as Al-Jazeera, the channel has expanded into an international media network with a number of outlets, including the Internet and television channels specializing in multiple languages in several regions of the world". (Galtung, 2018, p. 73)

Al Jazeera pioneered a new paradigm for in-depth journalism that was relevant to its audience, giving them a broad and deep perspective on regional and international affairs, putting the human being directly at the centre of the news agenda. The Channel's founding tagline, "The Opinion and the Other Opinion", encapsulated bringing multiple angles to a story, informing and empowering its audiences, championing their stories, while maintaining the spirit of journalistic integrity. (el-Naway, 2012, p. 43)

Al Jazeera introduced what came to be known as the "Al Jazeera Phenomena". It was a turning point in the history of Arab and global media that inspired academics and researchers to study and analyse this phenomena for years to come. Al Jazeera is now one of the largest and most influential international news networks in the world. (Groved, 2019, p. 169)

I.1.4. Content analysis

is a research method used to identify patterns in recorded communication. To conduct content analysis, you systematically 1 from a set of texts, which can be written, oral, or visual: (Berelson, 2017, p. 43)

- Books, newspapers and magazines;
- Speeches and interviews;
- Web content and social media posts;
- Photographs and films.

Content analysis can be both quantitative (focused on counting and measuring) and qualitative (focused on interpreting and understanding). In both types, you categorize or "code" words, themes, and concepts within the texts and then analyze the results. (Ahuvia, 2018, p. 146)

I.1.5. Youtube

YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. These videos can also be embedded and shared on other sites. YouTube was developed by former PayPal employees in 2005 and was acquired by Google in 2006. It has had a profound impact on media and advertising. (Boyd, 2017, p. 32) a free video sharing platform that in less than decade reached unbelievable growth and popularity among the people. YouTube is on the second place among the most visited websites in the world, therefore, this website represents a important source of news. (Othman, 2018, p. 73)

I.2.Literature Review:

I. 2.1. Journalism on YouTube

This study of the role of journalism is located on one of the most wide-reaching social media platforms, YouTube, an influential and transnational video-sharing platform. YouTube is the second largest search engine in the world, with over 80 percent of users located outside the US. Ev-ery day, one billion hours of YouTube video content is watched. (ROSS, 2015, p. 11)

It has been described by various sources as a platform, an archive, a library, a medium, a laboratory, a modern-day bard, a storyteller for the digi- tal age, and a source of modern-day mythology. (Liu, 2018, p. 233)

Burgess and Green describe YouTube as an "al- most incomprehensibly large and highly diverse archive of video content" . (Weng, 2016, p. 266)

They define YouTube as mainstream media which has helped redefine what "pro- fessional media" looks like—a platform for amateur and professional production and distribution which is experi- enced in diverse ways by 'different users' As a global platform for journalism, YouTube offers a plethora of content and news channels. (Cook, 2011, p. 420)

In addition to providing diverse news content, it suggests videos for viewers to watch based on subject topic relating to previously watched materials. YouTube also plays a role in mediating video content through its algorithm ranking of top results. As Rieder, Matamoros-Fernandez and Coromina demonstrate in their study of visibility of YouTube search results, YouTube's search function is designed to highlight what the authors call "'newsy' moments", thereby changing search results from day to day. They

also point to how recommendations and subscriptions influence search ranking, with the platform privileging ‘channel subscriptions as a means for content creators to build and address an audience’. (Malthouse, 2018, p. 43)

In many cases, the journalistic material published on YouTube is repurposed from traditional media news sites. Television news and current affairs production follows conventions with long-standing expectation of high production values and aesthetics. Content analysis of 882 journalistic news videos on YouTube showed that approximately half of the examined videos were repurposed from traditional news media sites. It also showed that the news videos produced specifically for YouTube adhered to traditional journalistic production practices (picture and sound quality, editing techniques, etc.). (Benevenuto, 2016, p. 13)

but diverted from ‘common content standards’ for example how they used sources and/or in their approach to fairness. In short, their study demonstrated that repurposed news videos from other mediums (such as television news and current affairs programs) adhered to traditional and institutionalised journalism standards in both production approach and content elements. As such, those videos can be considered in a similar way to video journalism published on traditional news channels. (Cheng, 2018, p. 213)

I. 2.2. User Comments and its Impact on Journalism

I. 2.2.A. User Comments in Journalism

User comments are usually written by only a small fraction of the people who visit a news website, and in most countries, only a minority of site visitors say they even read comments. And they appear at the tail end of the news production process, at the interpretive stage after most if not all of the journalistic decisions have been made and tasks performed. However, there are at least five major reasons for examining this form of participatory journalism: (Mayzlin, 2016, p. 546)

-The evolution of participatory spaces: User comments represent a new stage in the evolution of user participation in media-provided spaces. The number of people wanting to make their voices heard is unprecedented; precursors to comments, such as letters to the editor or radio call-in programs, attracted far smaller percentages of the overall audience. Online user comments, which typically are not edited, open up a public forum for more informal, spontaneous, and even aggressive and impulsive authorship, most of it by people who hide behind the anonymity of assumed screen names. (Ksiazek B. , 2019, p. 15)

In addition, media gatekeepers turned older participation channels into exclusive spaces: Only those citizens whom the gatekeepers decided were worth hearing were allowed a public voice. Comment threads, in contrast, are inclusive spaces; most comments that do not break explicit rules of participation are included. The former spaces were governed by journalistic logic, while user comments are governed by broader social standards such as considerations of decency, civility, taste and legality. (Yulia, 2017, p. 778)

-The responsiveness of news: Comment functions have been a product of trial and error. Media websites initially tried to steer users to more traditional channels, such as online

letters to the editor, special “have your say” sections, or opinion columns and blogs. (Opoulos, 2017, p. 149)

It took time and experimentation to arrive at the idea of comment threads, which have proved far more appropriate to the responsive nature of online news. The surprising success of story-specific comments indicates what was not clear before: The desire of people to express themselves is often topical and item-oriented. Despite the old anecdotal image of a reader so amazed by an item in the morning newspaper that he spits out his coffee in the middle of breakfast, most journalists seem to have been unprepared for the wide spread desire among users to let off steam about specific pieces of information. (Collins, 2015, p. 191)

-The hybrid nature of online news: Web designers usually separate user comments from journalistic content in one or more ways, such as by their physical placement on the page, their hierarchical relationship to news items or their typographical presentation. (Frolon, 2018, p. 373)

-But in reality, the two the popularity of comments can highlight the characteristics of successful journalist-audience collaboration.

From the journalists’ perspective, comments can be ego-gratifying. Unlike other user contributions, comments leave the journalist in the traditional position of the lead singer, while audience members generally play the Minor, faceless and types of content are inseparable. Online items without comments are becoming rare and starting to look awkward, even suspicious. For some users and some items, comments may be no less interesting and informative than the main journalistic texts to which they relate or respond. (Canter, 2018, p. 608)

- Their great popularity: Reactive role of the chorus. (Pantti, 2018, p. 371)

- The controversy they create: Despite their many intriguing aspects, user comments are still in their infancy and have received only limited attention from scholars so far. (Morrison, 2016, p. 40)

I. 2.2.B. Thinking About Comments

Most of the scholarly research related to the still-new phenomenon of Comments also discusses other forms of user-generated content or participatory Journalism. There are five approaches To the topic: (Graham, 2015, p. 327)

- First, analysis can focus on the rhetorical aspects of an item, or the way it is framed, in an effort to identify what will evoke more or fewer Comments.

- A second approach concerns the people behind the Comments “both readers and writers”, and their characteristics.

- The ethical issues raised by comments are a third area of interest.

- The fourth perspective focuses on the evolution of comments.

- And a fifth, explores the perception of comments among journalists, including their management procedures.

I. 2.2.C. Journalists’ Attitudes

Comments pose less of a challenge to journalists’ self-perceptions than some other forms of participatory journalism. Commenter’s remain essentially audiences for

journalistic work rather than more threatening co-producers of content. (Rowe, 2018, p. 540)

Nonetheless, most of our interviewees were ambivalent about comments, Acknowledging upsides but also describing downsides. Particular individuals, of course, were more (or less) positive than others. (Harlow, 2015, p. 24)

Those with relatively favorable views tended to highlight the potential contribution of comments to journalism or to the public discourse.

Those whose views were relatively unfavorable, focused principally on the actual nature of user input, often citing as examples the worst of the contributions and, not uncommonly, the work needed to deal with them. (Frolon, 2016, p. 544)

I. 2.2.D.Perceived Problems

In general, the view that comments were at least somewhat problematic found broader support among our interviewees. Some journalists at much less long-standing news organizations also expressed a similar view. "The tone of your paper can really suffer from reader comments ". Some journalists described comments as a necessary evil. (Ksiazek B. , 2015, p. 850)

Comments, they felt, were necessary to attract audiences and thus survive financially. But comments also were evil because their standards of expression were seen as intolerable. (Bryn, 2016, p. 236)

However, psychologists who study online behavior suggest a more universal explanation. They propose that the anonymity of the online user creates a "Online disinhibition effect" causing "a reduced sense of responsibility and less pressure to conform to societal norms". (Wolfgang, 2016, p. 679)

I. 2.2.E.How and when the quality of Comments affects news quality Judgments

First, if the content of the 153omment sis more accessible and comes to mind more easily when forming a memory-based judgment, it could simply be misremembered as stemming from the professionally produced news item rather than from the user-generated comments. Or it is remembered without source information so that the judge is unaware of the information's origin. In any case, if it is used for inferring the quality of the professional journalistic content, the impact of comment characteristics is a result of misattribution. (Toepfl E. , 2018, p. 470)

Second, highly salient characteristics such as incivility could serve as heuristic cues. Heuristics can be defined as learned "if-then" associations in which the if-part is a heuristic cue, and the then-part is an attribute of an object that is to be judged, e.g., its quality. Judgment heuristics are based on knowledge and beliefs ; hence, if a feature of user comments acts as a valid heuristic cue in judging a news item's quality, then there must be a belief that this feature of users' discourse is predictive of a journalistic article's quality. (Stephen, 2017, p. 659)

Such a belief could be based on users' experience that only journalistic content that is somehow "problematic" causes "problematic" (i.e., uncivil) comments. Indeed, found that biased news items were accompanied by more uncivil User comments than non-

biased news items. As a result of observing such an association during news use, users might come to believe that the quality of comments and the quality of the journalistic Content that triggered these comments are associated, and hence they might use the salient features of the comments to judge a news item's quality heuristically. (Sellis, 2017, p. 4)

Third, obtrusive features of the comments, such as incivility, could induce a negative affect during reception that might lead to affect-congruent, i.e., negatively biased, subsequent judgments. (Sherry, 2014, p. 43)

Misattribution and heuristic judgment are both based on memory of information from user comments that come to mind when a judgment of the news item's quality is called for. However, when the impact of comment features on the judgment is mediated by misattribution, this is purely a result of false memory. Mediation through heuristic judgment, on the other hand, requires a belief or background knowledge which makes the comment feature a heuristic cue, which makes it a predictor of the to-be-judged criterion.

Such a belief and the reliance on a decision rule are not necessary for misattribution to occur. Furthermore, both misattribution and heuristic judgment differ from affect induction in that the latter does not depend on memory of comment features during judgment. If the effects are mediated by affect, the process is that an affective state is induced during reception, and subsequent judgments are primarily based on this affect, not on recalled information. (Mpofu, 2018, p. 84)

II - Research Methodology:

II .1. Methodology

The researcher selected Al-Jazeera news channels based on their popularity, We collected quite a large amount of comment data and developed a formal model for the object YouTube comment, and finally applied data mining methods. We conducted an in-depth analysis of 5706 comment on 231 vidios between 01/01/2023 and 20/01/2023. The comments were collected, and stored temporarily for subsequent analysis. To keep the amount of data management.

To achieve the study goals, we conducted a systematic literature review. Essentially, this is a form of content analysis whereby the unit of analysis is the article³. Such an approach appears particularly appropriate when there is a wide range of research on a subject. Systematic literature reviews give "an overview of the scope of existing research, the prevalence of the procedures used, and the identified problems" as well as identify research gaps.

Content analysis is a research tool used to determine the presence of certain words or concepts within Texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such Words and concepts, then make inferences about the messages within the texts, the writer(s), the Audience, and even the culture and time of which these are a part. (Titscher, 2013, p. 76)

As such, systematic reviews are useful sources to consult. The systematic procedure also reduces the risk "that seminal articles may be missed" and "minimize bias through

exhaustive literature searches". This is of particular importance in areas such as user comment analyses where it is difficult to obtain a comprehensive overview of the large body of research in any other way. Consequently, the method stands and falls with how one searches for and selects the relevant literature and what aspects one analyses. We will explain both in the following.

Based on our research aims, we defined Four criteria for studies to be included in our sample: Types of News(T1), user gender(T2), User comment categories(T3), Content of user comments(T4).

Our next challenge was to extract information from the data which would reveal the reasons for the Contradictory usage behavior of YouTube comments. We focused on three basic comment types:

- Discussion posts: contains comments which are part of discussions among Users. Since YouTube comments can be published as a reply to another comment, discussion threads evolve.
- Inferior comments: contains offensive statements and/or insults, Comments. Without any relevant content or short emotional shout-outs.
- Substantial Comments: contains comments without offensive statements that carry certain content information and are, ideally, directly related to the actual YouTube content

II.2. Findings and Analysis

The results revealed that the most common type of news On Al-Jazeera's YouTube account was news that related to Politics proportion of 29% , followed by War news proportion of 22.94%, followed by Human Interest 19.04%, followed by Crime news proportion of 16.01%, Then Religion news 08.22%, Finally Health news of 04.76%. (Table1)

The following table explains shows The Types of User Comments by gender on the Al-Jazeera YouTube account, Where males got a percentage 79.42%, and females 12.47%, And finally non-binary gender by 08.09%. (Table 2)

(Table 3) shows the Repeat the number of comments on Al-Jazeera's vidios. The results were as follows: 53.01 % Comment with Text, 28.81% Comment with Emoji and Text, and finally 18.17% Comment with image and Text.

As the (Table 4) shows, the number of user comments with Users Generated Content on Al-Jazeera YouTube account during the study period 5706 comment. Distributed as follows: 35.26% Factual responses, 18.48% Sarcastic comments, 14.31% Vent anger, 12% Emotionality, 08.53% Express an opinion, 07.20% Humor, 06.92% Hate speech, 04.29% Uncivil Discourse, 0383% Correct errors.

Table 1. Types of News on the Al-Jazeera YouTube Account

Types	Frequency	%
Politics	67	29.00
War	53	22.94
Human Interest	44	19.04
Crime	37	16.01
Religion	19	08.22
Health	11	04.76
Total	231	100

Source: Author.

Table 2. Types of User Comments bygender

gender	Frequency	%
male	4532	79.42
female	712	12.47
non-binary gender	462	08.09
Total	5706	100

Source: Author.

Table 3. User Comment Categories on Al-Jazeera YouTube Account

CATEGORY	Frequency	%
Comment with Text	3025	53.01
Comment with Emoji and Text	1644	28.81
Comment with image and Text	1037	18.17
Total	5706	100

Source: Author.

Table 4. Content of Comments on Al-Jazeera YouTube Account

Content of comments	Frequency	%
Factual responses	2012	35.26
Sarcastic comments	1055	18.48
Vent anger	817	14.31
Emotionality	685	12.00
Express an opinion	487	08.53
Humor	411	07.20
Hate speech	395	06.92
Uncivil Discourse	245	04.29
Correct errors	219	03.83
Total	5706	100

Source: Author.

II.3. Correlation

In order to explore the relation between the research questions, the researcher chose to conduct a correlation test to explore the relationship between the type of news and the number of critical user comments with Users Generated Content, the research question asked if do Particular types of Tweets receive the greatest number of user comments. The correlation test showed that there was a positive correlation between the political and War news and Human Interest and the number of comments, $(5704)=0.02, p<.003$. This Correlation revealed that the type of news influences the number of comments and political and War news and Human Interest gets the greatest number of comments by the Users Commentators on commenters, This correlation revealed that Male comments are dominant.

The Third and fourth research question asked What Categories User Comment Categories on Al-Jazeera YouTube Account ?.and What is the content of the comments attract more engaged users on Al-Jazeera YouTube Account ?. The correlation test shows that there was a positive correlation between these variables, $(5704) =.002, p<.001$.

This correlation revealed that Comment with Text are dominant, and Factual responses gets more replies than any other type of User Comment Categories on Al-Jazeera YouTube account.

II.4. Discussion

The experimental results were consistent with our Our questions and hypotheses. A lack of reasoning in user comments decreased the perceived quality of the commented-on vidios content. Thus, it is just realistic that user comments are a minor factor in quality perceptions, and the more surprising it is that the comments' quality does have a

causal effect. It seems possible that such small effects, when they accumulate over time, lead to more substantial and generalized effects of user-generated comments, like :

- reduced trust in the news in general.
- Readers liked Breaking News less when they were accompanied by banal user-generated comments.
- Low- quality Comments negatively influenced the perceived quality of news.
- Incivility and a lack of reasoning in user comments can have negative effects on the perceived quality of the Breaking News.
- Although news consumers appreciate Media core values, they are not very good at detecting differences between news items that vary in their adherence to Media core values.

study have found active users and their comments not to be representative of the general population and public opinion, commenting users, for example, tend to be overwhelmingly male as well as rather extroverted and narcissistic. The amount of comments a news video receives seems to be independent of general audience interest, but depend on its topic and related news factors as most-clicked stories are not necessarily those with the most comments and commenter's were found to prefer political content as well as stories characterized by proximity, impact, and frequency.

While Our results indicate that that discussions are an important objective for commenter's content analyses show that comments often lack the necessary interaction between users. Instead, describe them as a "dialogue of the deaf", finding that comments mostly contain users' personal opinions in the form of a Reaction to the article and not so much to other comments. This is problematic because, the potentials for quality discourse emerge only when there is a certain degree of interactivity among the users' comments. However, some Found in moderated comment sections, substantial, albeit smaller, portions of comments refer to other users' statements, provide alternative. Perspectives or information on the commented videos topic, give arguments for stated opinions, contain hum our or point towards an error or misrepresentation.

One aspect related to the content of comments that is researched particularly often is their civility. For instance, found that the share of uncivil comments does not necessarily increase when the amount of incoming comments does. Instead, it increases when "weightier" topics are discussed. Correspondingly, studies found that the topics more strongly related to uncivil discourse. Include politics, society, crime and justice, disasters and accidents, the environment, and feminism show that article-inherent aspects, such as the sources cited, influence the level of civility in comments. Various studies also suggest that anonymity has a negative influence on civility and other indicators for comment quality.

Additionally, the Types of News is of importance as videos received more comments that had to be blocked. In this regard, a whole strand of research shows how much journalists suffer from and cope with hateful comments addressed to them, which is particularly important because it has been shown that the anticipation of hateful audience feedback can impair their work and open hostility towards journalists can negatively affect the general public's sentiment towards the profession as a whole. The

quality and civility of comments appear to differ depending on the platform they are posted on.

Results showed that most comment sections are moderated, and nearly all media organizations respond in one way or another to their audience via the comment section or on social media. While these tasks are often fulfilled by specific newsroom personnel such as social media editors

In relation to uncivil comments, different moderation strategies have been found to have different effects: show that factual responses raise other users' willingness to participate in the discussion while sarcastic responses decrease the perceived credibility of the commented videos and the news medium publishing it, but increase discussions' entertainment value. Additionally, study suggests that if, instead of an unidentified staff member, a recognizable reporter responds to comments, the deliberative quality of comments increases. Ascertain that a Strict moderation style leads to a lower amount of comments, but also conclude that overall "the different solutions adopted do not seem to direct the quality of the debate in a clear direction".

III- Conclusion:

This study reveal that a complex, symbiotic relationship has developed between citizens and news organizations on YouTube, a relationship that comes close to the continuous journalistic "dialogue" many observers predicted would become the new journalism online. Citizens are creating their own videos about news and posting them. They are also actively sharing news videos produced by journalism professionals. And news organizations are taking advantage of citizen content and incorporating it into their journalism. Consumers, in turn, seem to be embracing the interplay in what they watch and share, creating a new kind of television news.

As the results of the study showed the role journalism plays on YouTube, examining audience engagement and Impact of Users Comments with Users Generated Content, It is evident that the content and quality of the user comments to the videos resonates on the affects news quality. User comments mark a new stage in the evolution of participatory spaces, representing a dramatic change from more tightly controlled antecedents, No other forum has been so open, offering such an immediate and unedited access to any citizen wishing to express a view about specific news.

In order to tackle the problem of uncivil user commentary, many news organizations started early on to regulate comments according to specific criteria; in a number of instances, this concern has now finally resulted in the removal or severe curtailing of commenting functions on news websites. Another common strategy is the outsourcing of user discussions to the outlets' social media presences, Thus in the most recent years, we seem to be returning to a state of digital journalism resembling the less interactive era of "Web 1.0", rather than tackling the perceived problem head-on by exploring ways to encourage more thoughtful contributions and discussions. Paradoxically, the journalists and organizations convinced of the need for intervention may find themselves on a slippery legal slope; They are closer to becoming "principals" with at least some responsibility for user comments, a potentially problematic position given the ambiguity

surrounding the real identity of commentators who hide behind the anonymity that screen names afford.

Finally, the organizations that typically adopt pre-registration and post moderation strategies tend to be large ones with strong reputations-large enough and strong enough to legitimize the strategies and enhance their Appeal among smaller news outlets that can still manage to pre-moderate a relatively small number of comments. Reader comments can have several positive and socially wanted outcomes, however, journalists, other readers, should deal with the contributions of other users in a careful manner.

An analysis should be carried in areas as in the; Professional context: existing newsroom, organizations, journalistic culture, ethical guidelines, media tradition. We recommend that these boundary conditions of our study be addressed in future research.

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