

Social responsibility in the study of journalism ethics is a specific concept referring to the need for media organizations to be responsible for the possible repercussions of the news they produce. None of the social media giants such as Facebook, YouTube, Instagram, Qzone and Weibo (in China), Twitter, Reddit or Pinterest is primarily known for producing content. Stewing in our Own Juices With the rise of global computer networks, particularly high-speed broadband and mobile communication technologies, individuals gained the ability to publish their own work and to comment on mass media messages more easily than ever before. The power of gatekeepers may be diminished in networks where people can decide for themselves what topics they care most about, but there is still an important gatekeeping function in the mass media since much of what is ultimately shared on social media platforms originates in the offices and studios of major media corporations. Beyond advancements in ink-on-paper newspapers (including the development of color offset printing), technological developments have contributed to the diversification of mass media products. If mass communication in the 20th century was best characterized as a one-to-many system where publishers and broadcasters reached waiting audiences, the mass media made possible by digital information networks in the twenty-first have taken on a many-to-many format. The process of making meaning in society -- that is, the process of telling many smaller stories that add up to a narrative shared by mass audiences -- is now much more collaborative than it was in the 20th century because more people are consuming news in networked platforms than through the channels managed by gatekeepers. Gatekeepers select what mass audiences see, and then edit or disregard the rest. Instead, they provide platforms for users to submit their own content and to share what mass media news and entertainment companies produce. The result is that the process of deciding what people should be interested in is much more decentralized in the digital network mass media environment than it was in the days of an analog one-to-many mass media system. Fiction or non-fiction, every story leaves something out, and the same is true for shows made up of several stories, such as news broadcasts and heavily edited reality television. Then came the internet.