

## Impact of Social Media on Content of Saudi Television News Networks

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**Abstract :** Social media has emerged as a serious contender to TV news networks in Saudi Arabia. The growing usage of social media as a source of news and information has led to significant impact on the content presented by the news networks in Saudi Arabia. This study explored the various ways in which social media has influenced content aired on Saudi news networks. Data were collected by using semi structured interviews with 13 journalists and content editors working for four Saudi TV news networks and six senior academic experts on TV and media teaching in Saudi universities. The findings of the study revealed that social media has affected four aspects of the content on Saudi TV news networks. As a result the content aired on Saudi news networks is more neutral, real time, diverse in terms of sources and includes content on broader subjects and from different parts of the world. This research concludes that social media has contributed positively and significantly to improving the content on Saudi TV news networks.

**Keywords :** TV news networks, Saudi Arabia, social media, media content

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