



**“THE PERCEPTIONS OF JOURNALISTS ON USE OF INTRENET”: A  
STUDY OF ETHIOPIAN BROADCASTING CORPORATION.**

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**Addis Ababa**

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**ADDIS ABABA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM  
AND COMMUNICATION**

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**CORPORATION**

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***Declaration***

*I, Azimeraw Mossie, declare that this thesis entitled “The perceptions of journalists on use of internet”: focus on EBC is my original work and has not been presented for a MA and/or for other purpose in any university or College.*

Name \_\_\_\_\_ Signature \_\_\_\_\_

## **Abstract**

*This study looked at the perceptions of journalists on use of internet with a focus on the Ethiopian Broadcasting Corporation. The objectives of this study were to examine how internet influence to workers of the media houses under study, to find out how often the internet is used in news production in the media house, how the usage of internet improve the quality and speed of news production, how journalists rate the changes brought by the internet and how internet has been considered as source of new opportunities and how journalists perceive internet influence.*

*This study employed questionnaire, FGD and in-depth interviews method, and to this end 174 copies of questionnaire were distributed to newsroom workers of the selected media houses out of which 166 were collected. For FGD 28 participants and 10 for in-depth interview participants took part.*

*In this study, it was found out that most journalists emphasized on the power of the use of the internet and majority of them employed it in their news gathering efforts. Besides, the journalists affirmed that internet has improved the speed and quality of news production in their organization. Furthermore, the finding demonstrates that the majority of journalists believe internet technology enhance the simplicity of job performance and help to produce quality news in a speedy time. In this study Journalists' credit great importance to the influence of the internet in professional functions such as getting news as soon as possible and maintaining contact with wider variety of sources. It was also revealed that an internet influence is more established in the newsroom as most of the respondent did say that internet enhances news immediacy and timeliness. In general, it was deduced from the finding that majority of respondents perceive internet positively and they use it on a daily basis.*

*On the other hand, from the findings the researcher notes that lack of training, the access of slow speed of Internet and inadequate computers. And the study recommended that to get the best outcome of Internet utilizing best quality of internet is appropriate and training is must.*

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## **List of Acronyms**

AAU- Addis Ababa University

EBC- Ethiopian Broadcasting Corporation

ETA- Ethiopian Telecommunications Authority

ETC- Ethiopian Telecommunications Corporation

FGD- Focus Group Discussion

WWW -World Wide Web

CDMA- Code Division Multiple Access

E-mail- Electronic Mail

# Chapter One

## 1. Introduction

### 1.1 Background of the study

Scholars stated that for thousands of years people used the complex codes to communicate to each other starting from the ancient paintings and codes to the new media, the internet. It is known that communication is one of the major facets of civilization that helped shape the world since the time language has been used as a medium of communication to share thoughts with one another. Of course, language is not the only means of communication because even before written language humankind used to communicate orally and pictorially through painting on cave walls (Deepak, 2007).

It has, throughout the ages, played a leading role in international and national politics, trade and normal day-to-day life of humankind. Communication can be defined as the passing of information from one person to another. Hartley (1982) added that communication is the means by which it is used to select and organize experiences; it is a medium through which any one learn how to behave and react. Hartley (1982) sees in Onyeizu et al (2014) points out that communication is a dynamic process containing unprecedented elements; a contingent sequence of events, interactional, interpersonal, and intrapersonal, within an environment of ever changing situations creating shared meanings.

According to Onyeizu et al (2014) over the years, in the bid to aid the facilitation of communication there has been mass innovations and invention. As the scholars explained research has shown that human beings, to make communication faster, easier and more reliable, have consistently been inventing different communication media from simple stone tablets, print technology and radio, to television and now the internet. The scholars added that research has shown that the latest form of computer consist of two major areas known as artificial intelligence and the internet where the internet stands unique of being an endless abyss of information and store house. That is why the internet has become the dominant communication medium in the world today and many scholars believe that the adoption rate of internet technology exceeds by far that of all technologies developed before it. Bastos et al (2000) explained that this might be

because the Internet has impacted upon every sector, from health and education, to businesses and the personal lives of many humans.

The scholar goes further on explaining that the rise of the internet as a technological innovation has influenced the media profession. According to the scholars certain transformations can be highlighted, such as shifts in the news flow, in the daily journalistic routines, and in professional accountability. The scholar added that the hybrid nature of the internet also has had implications in the production and consumption of journalistic information, due both to the emergence of new formats and the redefinition of the procedures for collecting and editing information material.

In terms of journalistic practice, according to Deuze e Dimoudi, (2002) cited in Bastos et al (2000) internet has different levels of influence. The first level caused changes in the way traditional media journalist's process in searching for content, the gathering of information and the contact with sources of information. The second level involved exclusive news production to electronic media and, consequently, the emergence of online journalism. A specific example of the impact of internet is the increasing trend among journalists to use it for research, interviews and story ideas.

More importantly, as different scholars point out internet makes newsgathering and production more efficient, faster and cost-effective. These technologies also enhance creativity and encourage new approaches to old tasks. As summarized by Fortunati et al, cited in Bastos, Lima and Moutinho (2000) in terms of journalism practices; there is evidence that the internet have brought many changes. On the positive side, the internet has been considered a source of new opportunities for journalists. It offers the possibility of enhancing their work and enables a faster and wider interactivity with readers. From its negative influence, the internet has introduced the tendency of disseminating unchecked facts (Ibid).

As in other countries, as Feyisa (2011) mentioned Ethiopia has some news organizations, which use internet to their news production, such as Ethiopian Broadcasting Corporation(EBC), Ethiopian News Agency, Walta Media and Communication Corporate, and Fana Broadcasting Corporate.

## 1.2 Statement of the Problem

As many scholars define the technology the internet can properly be classified as a 'global' technology, which enables connections with individuals and institutions overseas just as easily as it does nationally, regionally or locally. According to Campbell (2004) journalism has always been a profession whose basic capacities and functions are rooted in technology. He adds that the basic principles of the profession are closely related to the use of technology to journalistic practices. As Gaunt (1990) sees in Avilé et al (2004) argues journalistic practices are largely the result of traditions, economic factors, political constraints, technological developments and the social dynamics of the culture in which they exist.

In these perspective scholars in this field indicated the internet technology developments changed the current journalism practice by changing the traditional news gathering and broadcasting. Oguchi et al (2014) demonstrated that the job of news gathering has been made a little easier with the use of internet technology tools, reporters do not necessarily have to be everywhere to get eye-catching reports, and they can search the net and also subscribe to big news agencies to keep their reports fresh.

In this case, Pavlik (2001) also added that the internet is transforming the relationships that exist among news organizations, journalists and their many publics including audiences, advertisers and sources. Because of these, internet technology has become part of the modern newsroom, from receiving and sending information to processing and storage.

In these days, it is observed and findings show that internet cafes, access of mobile data and CDMA technologies are flourishing in Ethiopia. These can be considered as an indicator of the rise in the internet service and users in Ethiopia. According to 2019 ETC annual report from 35.4 million mobile subscribers, half a million of these are mobile data users. Over 14.1 million subscribe to broadband and 4.3 to narrowband internet access. In total, there are about 19.2 million internet users out of the 108 million in the country. The report also shows that the speed and quality of the connection are getting better by 27% every year.

Meanwhile, Mulat and Tadesse (2002) mentioned in Feyisa (2011) that the internet service in Ethiopia has been characterized by slow speed and high service charges. Regarding its use a survey conducted by Ethiopian ICT development Agency (2013) affirmed that the internet is used mostly to get news and general information. With regard to downloaded content from the internet, the survey results show that news is again the most downloaded content, most notably foreign news—especially about their own countries.

However, there are no much limited of research on the use of the internet by journalists in Ethiopia. A study by Gebeyehu (2011) dealt with Media and New Technology in Ethiopia media newsroom shows that, the utilization the internet technologies was the minimum.

From the researcher's knowledge and as Gebyehu (2011) point out the use of internet in newsrooms across Ethiopia is gaining some grounds. For example, in EBC some reporters use the internet to gather foreign news, to report live from remote area and also to get news sent in by correspondents or citizen journalist in other locations.

It's obvious and one can understand from different finding that internet has been one of the main drivers behind the changing nature of newsrooms worldwide. On the positive side, it tremendously improved access to information and dissemination information every corner of the world in a fraction of seconds, but at the same time, it is thought that the internet could be a threat to media news quality in the sense that while journalists are trying to send news quickly, there is the tendency of unchecked facts. This demonstrates that the use of the internet in news production has it pros and cons, but is still crucial to compete with the media landscape in this age.

This study, therefore, seeks to find out the extent to which internet influence journalistic practice and also how journalists are used internet technology to carry out their duties.

## 1.3 Objectives of the study

### 1.3.1 General objective

The general objective of this study is to find out the perceptions of journalists on use of internet with a focus on the Ethiopian Broadcasting Corporation.

### 1.3.2 Specific objectives

More specifically, this study aims to:

- Examine the extent to which journalists use the internet in the EBC newsrooms.
- Find out the degree of the accessibility of the internet technologies to journalists in the due course of processing news.
- Identify the internet contribution for effective newsroom production to achieve quality news
- Examine the perception of journalists on the internet application

## 1.4 Research Questions

The purpose of this study is to find out the perceptions of journalists on use of internet with a focus on the Ethiopian Broadcasting Corporation. The study also aims to study how journalists perceive and evaluate the changes occurring in their profession following the advent of the internet. Based on the purpose of the study, the following basic questions were constructed:

1. How often is the internet used in news production in this media houses?
2. How has the usage of the internet improved news production in relation to other methods?
3. How journalists rate the changes brought by the internet on their conventional media profile?
4. In journalists' perception, do the use of internet raises or lower standards of news quality?

## 1.5 Significance of the Study

This study, which is aimed at investigating the influence of the internet among Ethiopian broadcasting corporation journalists, is expected to provide detailed information about their views on the pros and cons of using the internet in their news production process. It also helps to

demonstrate the difficulties of the journalist and their global exposure to the internet technology. The proposed study would establish a background for understanding the major influence of internet in news production, opportunities of journalists in using the internet in newsroom. In addition to all these, it is expected that the results of the study would be used by the media practitioners to improve their practices in line with the influence of internet in news production.

Therefore, the findings of the research can fill the gap in understanding the influence of internet in the news production. The result can also be used as a framework for other researchers, media professionals, for policy development and revisions in media development.

### 1.6 Scope of the study

The study limited itself to evaluate the perceptions of journalists on use of internet with a focus on the Ethiopian Broadcasting Corporation. This study only explored to find out the accessibility of internet and how internet improved the news quality. Therefore, since the study limited itself to the case of the EBC, and consequently, it may not represent the general aspect of the influence of internet in news production in Ethiopia.

### 1.7 Limitations of the study

This study is subjected to a number of recognized limitations. One of the limitations is the fact that the subject matter of this study by itself is a recent phenomenon; it is under researched especially locally. Thus, finding significant local resources, for the study is challenging. Besides, the study did not include all EBC journalists in the sample because of the financial and time constraints.

### 1.8 Organization of the paper

This research is presented in five chapters. The first chapters present introductory information about the study, which includes short contextual background, problem statement, objective, significance of the study.

Detailed background information about the area – that is evaluating the influence of internet in news production – is given in the second chapter. The chapter also presents conceptual framework for the study and findings of related research.

The third chapter discusses the methodology used in the study. Results of the study are presented in chapter four together with analysis and discuss the finding in a detailed manner.

The final chapter summarizes and concludes the present study with brief recommendations.

## Chapter Two

### 2. Literature Review

This section presents about the influence of technology particularly the internet in the practice of journalism and media. It provides a discussion of the relationship between journalism and the technology development. This section also discusses the history of the internet, the engagement between journalism and the internet, internet and news gathering and the influence of the internet on journalism Practice. It also briefly reviews some existing related empirical studies on the influence of internet in news production in Ethiopia as well as abroad. And finally this section presents different theoretical frameworks.

#### 2.1 Journalism and the influence of technology in historical perspective

##### 2.1.1 Newspaper and the influence of technology

From the emergence of the printing press in the mid 15<sup>th</sup> century in the Western countries there has seen a fundamental development and of printing into a master art form Hernandez and Rue (2015) see in Zangana A. (2017). According to the scholars the substantive development of journalism and the modern of newspaper had taken place by the end of the 19th century. This was simplified by the use of the cheap vast quantities of wood pulp paper, automated printing presses, typewriting and typesetting machines. This delivered a new form of professional practice for the journalists of accurately, objectively reporting and new ways of wide spread newsgathering and distribution in widely using the telegraph (Ibid).

In this context the scholars argue that: ‘A newspaper’s role is to find out fresh information on matters of public interest and to relay it as quickly, as accurately and balanced way. Fenton (2010) also argues that the ‘news journalism as contributing vital resources for processes of information gathering, deliberation and action’ (Fenton, 2010, p.3). In this historical perspective scholars in this field indicated the pioneer of the tabloid newspaper in Britain, the owner of the Daily Mail, Alfred Harmsworth.

In this context, Zangana (2017) claimed that modern journalism began in 1896 – on 4 May 1896 to be precise, this was not because of any single innovation in technology but as Eadie F. (2009) mentioned in the way that Alfred Harmsworth’s Daily Mail, launched on that day,

managed to draw a complex range of technical, commercial and textual features into one publication (Zangana, 2017).

In this respect the author has also argued that Harmsworth transported and developed the old form of the daily newspaper to a new form in the 20th century. In this way, Harmsworth had an essential role in renewing and modernizing journalism and the newspaper innovation process (Zangana, 2017).

Conboy (2010) demonstrated that modern journalism and news practice changed by the end of the 19th century, this aspect impacted on the way of work and news practice as well in this field of media. Moreover, Conboy, (2010) argues that modern journalism has a predecessor in pictorial journalism in the middle of the 19th century shortly after the introduction of Photography, illustrated newspapers appeared in each of the Western countries beginning with Great Britain'(Conboy, 2011).

Anderson et al. (2016) as cited, Zangana, (2017) argues that: the rise of the commercial newspaper in the nineteenth century was a media revolution heralding today's media situation in every aspect. The scholars argue that throughout the twentieth century as politics, economics and technology changed, journalism changed as well.

In this context, Zangana, (2017) argued that the new technology is an essential element of the requirement of the contemporary newspaper production and this aspect has become a great part of the contemporary system of journalism (Griffiths, 2015 cited in Zangana, (2017). Hence, technology changes have impacted the content and the form of newspapers and also affect the professional practice of the journalists within their everyday environment.

The dramatic changes in the field of journalism have connected directly to the development of new technology, in particular the digital news package into a more contemporary online presentation format (Hernandez and Rue, 2015).

In this context, Hernandez and Rue (2015), cited in Zangana, (2017) stated that skills improvement and subspecialty has emerged from the integration of a variety of elements including the photography, graphics, maps, data visualization, design, the way of illustration and computation of modern journalism. The scholar further mentioned that these aspects of

news journalism intersect in a variety of methods and ways, which support the new shape of interactive journalism in the digital age (Zangana, 2017). The scholars identify that technology changes in the field of journalism and newspapers are linked to the delivery of computer and software systems, stating that:

According to Zangana, (2017) the impact of this technology and the change in working practice in the newspaper and magazine industries is clearly evident in the use of computers and associated software packages in producing newspapers and magazines (Rudin and Ibbotson, 2002, cited Zangana, 2017).

Hence, modern journalism and the newspaper have been associated with the development of new technology used in creating a new style of journalistic and professional journalism practice.

### 2.1.2 Radio and the influence of technology

Scholarly finding suggest that in the 20th century provided radio journalism with a major role and function in order to cover war news, especially live broadcasting (Zangana, 2017). The scholar argued that during the First World War, radio grew up and became adult. Leading popularity to the radio over newspapers as a means of communication, Hernandez and Rue (2015) stated: ‘When war was declared, people switched on their radios and got faster and more accurate information than they did from their newspapers’ (Zangana, 2017). Another scholar Summerville (2012), claim that radio journalism is an essential activity of media, which is fundamentally connected with newspaper, magazine and television broadcasting development in the 19th and 20th centuries.

In terms of the media history, (Zangana, 2017), further explained that the radio was open up to television in the 20th century (Zangana, 2017). The scholar (Zangana, 2017) argues that Radiotelegraphy had speeded communications, enabled newspapers to get news more quickly and facilitated the faster spread of information. Telegraphic messages had to be typed out and distributed (Zangana, 2017).

Additionally, Summerville 2012, argue that ‘in terms of the way news was received, a new culture of domestic intimacy for the audience’. In this respect and over the years of

progress, the radio as an essential tool of communication has survived changes in technology, and this aspect has allowed the medium to frequently reinvent itself in this field Sommerville (2012) see in Zangana, (2017). This means that the development of technology has an impact on the means of radio journalism workflow and practice.

The scholar further demonstrated that the changes of radio journalism have connected to the advanced use of new technology and computer systems in everyday practice (Zangana, 2017). In this context Zangana, (2017) noted that the technology brought journalism into existence and that journalism is very much defined by its continuing ability to react and adapt to changes in the technological environment (Zangana, 2017).

In relation to the changes and progress of circumstance of the technological tool in radio journalism, the scholar stated that: urbanization and greater mobility, combined with the impact of the war world war on both technology and change attitudes, had led to a new social environment with demand for improved communication systems (Conboy, 2012, p.64).

In Zangana, (2017) explanation connected the changes in radio journalism with many others factors that include removal of work regulations, the cancellation of the monopolies and the decentralization of radio for working and broadcasting (Zangana, 2017). Furthermore, the scholar referred to other elements that affected the radio journalism, stating that: strong competition for public radio from commercial broadcasters, the leading position of television, changes to like (Starkey, G .2011) mentioned modes of listening to radio and, finally, revolutionary changes in radio production and distribution technology have been the major driving forces behind changes to the medium of radio in recent years' (Starkey, G .2011 cited in Zangana, A, 2017).

In the 21st century, radio journalism has seen dramatic changes and development, especially with delivery of new communication tools to radio, development of the production workflow, model and, also, the revolution of the dynamic digital radio (Siapera and Veglis cited Zangana, A, 2017).

Hence, the technological changes and new tools have significantly supported Radio journalisms reach nowadays and the creation of the wide range of audiences around the world (Starkey, G .2011 cited in Zangana, A, 2017).

### 2.1.3 Television and the influence of technology

Scholars affirmed that one of the most important and an influential creation for the audience in the 20th century is television. During the 1930s, as Zangana, (2017) mentioned American engineers struggled and they attempted to create television that was realistic for people. At the end of the 1920s established a laboratory in Camden to develop television, ten years later, Sarnoff introduced RCA's electronic television to a mass audience in June at the 1939 World's Fair in New York City' (Sterling and O'Dell, 2010)

Furthermore, at the beginning of the Second World War, in 1941, the United States entered the war and RCA plants turned the television into a war production, by creating tubes, sound equipment and radar. In this way, the American scientists and engineers, especially the RCA, played a great role in the development of the radar, sonar and, also, the use of television for war purposes. In this manner, Zangana, (2017) stated that 'the potentialities of television -directed weapons seem to be of the greatest importance' (Sterling and O'Dell, 2010). Also, in connection with the importance of the television in our everyday lives and, at that time, Sarnoff stated that 'within five years, television would be as much a part of our life as radio had become' (Sterling and O'Dell, 2010).

At the end of the 1940s commercial television arrived and became a reality that was available for the audience (Stephens, 1998). In this context, Zangana, (2017) stated that 'the transition to television broadcasting would have occurred quite generally in the late 1930s and early 1940s' (Zangana, 2017). The scholar supports that with the first commercial television and public services established in Britain in 1936 and across America in 1939 to 1941 (Stephens, 1998). In this manner, and related to the situation of the television industry and financial aspect in the United Kingdom. Dunnett (2011) see in Zangana, A, (2017) argues that the American television industry has followed on from the British methods and that:

The major developments in British television history were the start of regular broadcasting by the BBC in 1936; the introduction of commercial television in 1955; the introduction of color television and a 625 line system on BBC2 in 1967' (Dunnett, 2011, p.118).

In this respect, the scholar mentioned that television has grown up increasingly and impacted on the social and cultural aspects as well as the emotion of the average viewer of the audience in various ways. According to the scholar new technologies for producing and distributing television have expanded to almost all countries in the past few decades, enabling a number of new channels to appear. Color television was one of the most important changes in the 20th century. In this manner, Zangana, A, (2017) cited in Miller (2003), indicated that CBS established a limited network broadcasting color television in 1950 and went into production of color TVs in early 1951 (Zangana, A, (2017) ).

The change has continued in the field of television development. Zangana, A, (2017) indicated that from the 1970s to the mid 1980s, the dramatic change happened in the radio and television networks by use computer system in production. Hence, Hernandez and Rue (2015), argued that the personal computers were first installed in 1981, and the Office Automation System and Information Services (OASIS) network that was introduced in 1985 supported the distribution of computer data (Hernandez and Rue, 2015).

Zangana, A, (2017) cited in Ward, 2003, further explain that with regard to the development of the HDTV, Ward (2003) stated that 'the first development work on a high definition television system began in 1968 at technical research laboratories of Nippon Hoso Kyokai in Tokyo' (Ward, 2003, cited in Zangana, A, 2017).

Also, in the beginning of the 1980s 'NHK pioneered developments of the High Definition Television (HDTV), with 1125 lines/60 fields scanning standards by 1986' and illustrated that their high definition television should be transmitting during the 1986 Seoul Olympics (Ward, 2003). Then, as well as the development and use of the first satellite networks: 'in 1991 the US Cable News Network (CNN) satellite broadcasted live coverage of the Gulf War' (Ward, 2003).

#### 2.1.4 Online Journalism and the influence of technology

Historically, as Rogers (1986) cited in Zangana, A, (2017) noted that online journalism was created, for the first time, as a form of teletext in the United Kingdom in 1970, this Tele text format was patented by the British Broadcasting Corporation (BBC) in 1971 (Zangana, A, 2017) . Furthermore, during the period of the 1970s, the British Telecom research laboratories had an interactive videotext service (Zangana, A, 2017). In the context of creating the tele text and videotext innovations, the first videotext system, Prestel, was established in England in 1979 by the British telephone authority. Moreover, the French and Canadians followed on from this period and Canada launched the same system, which was called the teli-don videotext system; in particular this videotext system used interactive information services (Rogers, 1986). The development of the PC in the 1980s established an advanced movement in the networking technology with dial-up online services. Future technological changes came with accessing the Internet and World Wide Web in the public sector (Rogers, 1986).

The modern form of online journalism was created, edited, shaped and distributed by the Internet. The term of online journalism means the news item content available and accessible via the Internet. News Websites became accessible for users in the 1990s (Rogers, 1986). Sterling and O'Dell (2010), argues that the 'Internet makes it possible to deliver information anywhere to anyone who has access to a computer, a smart phone or other advanced technology' (Sterling and O'Dell, 2010). These changes and the uses of computers and the Internet have impacted on journalism production and how journalists practice in many aspects (Sterling and O'Dell, 2010). Gazi (2011) identified the biggest impact of the internet and World Wide Web on journalism is expressed by the emergence of online journalism (Gazi, 2011, p.205 see in Zangana, A, 2017).

In this respect, the unique characteristic of the technological changes and innovation has provided significant changes to journalistic work and practice in their areas, in particular in dealing with the audience. In this context, Aggarwal (2002) discussed the key ideas of the changes, specifically in dealing with audience, in this manner stating that:

Zangana, A, 2017 explains that the technology of online journalism makes a marked departure from the mass targeting technology to an individualized technology that has the potential of

reaching out to a greater audience without being insensitive to the idiosyncrasies of the individual news consumers (Zangana, 2017).

Other scholars Siapera and Veglis (2012) argue that the Web technology has provided opportunities for source and audience to participate in news production (Siapera and Veglis, 2012, p.59). This aspect of the technological changes in online journalism and journalistic practice has provided a move toward dynamic information production and the online consumption of the audience (Siapera and Veglis, 2012). The technology change has accelerated the journalistic practice, online production, event coverage and online journalism in many aspects (Zangana, 2017).

According to (Zangana, 2017) by 2009, online journalism has fully emerged as a noteworthy platform for news, but it was not yet completely shaped (Zangana, 2017). Chapman, L & King, E (2012) further mentioned that 'like newspapers in the 1830s, and television in the 1960s, online journalism already has had important social impact and serve an significant platform for people to learn about the world around them'(Zangana, 2017).

In this context, the Internet as an essential medium provides great tools for people to communicate directly. Journalists also gain the ability to conduct their breaking stories at any time and provide information updates in their news production (Zangana, 2017). Hence, scholars in the area of online journalism have emphasized that the new technology has changed the journalists' practice and format of the news item (Zangana, 2017).

Also, Chapman, L & King, E (2012) cited in (Zangana, (2017) indicated that online journalism has continued to address these new tools key elemental forces behind change to journalists' practices.

However, the researchers in this area of study expect a greater concentration on the audience (Pavlik, 2001). Thus, in the current situation of the technological changes and developments, the practice of online journalism has changed to be more interactive than before. With a focus on simple design, interest and clear content, and, also, high quality of visual aspects that make it more interactive and give more options to the visitor (Pavlik, 2001 cited Zangana, (2017).

## 2.2 History of the Internet

The internet is shifting the speed and quality of communication worldwide. Through millions of networked computers, the internet facilitates communication lines between people who reside in vastly different parts of the world. Leiner et al's description of the Internet illustrates these capabilities: The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and as Dunn, R (2003) define interaction between individuals and their computers without regard for geographic location (Dunn, R (2003)).

As expressed by Morris and Ogan (1996), the internet is a multifaceted mass medium that comprises objects, which allow interpersonal communication. This makes the Internet different from other communication technologies and is one of the main reasons behind its accelerated diffusion all over the world. Looking at the current diffusion of the Internet and how people, especially the urban educated society, are being dependent on the technology, it is hard to think that the Internet is still a young technology (Morris and Ogan1996).

As stated in the article, History of Internet, Studies has shown that the development of Internet first started with three universities: University of California, Los Angeles and the Stanford Research Institute on October 29, 1969 and was initiated by Larry Roberts from MIT. This leads to the ARPAnet link from Advance Research Project Agency. Onyeizu e t al. (2014) define its major aim was to support military researchers they funded in order to build a network that will enable them to share their findings (Onyeizu e t al.2014).

According to (Onyeizu e t al.2014) during the 1970s, Universities began using the internet protocol to connect their local networks to the ARPA net. The scholar further demonstrated that access to a pentagon's computers on the ARPA net was tightly controlled, but the University computers were permitted to communicate freely with one another (Onyeizu e t al2014). Because the IP software was in the public domain and the basic technology made joining the network relatively simple, the Internet became more diverse (Onyeizu e t al2014). By late 1972, more than 40 computers were connected using ARPA net as a backbone Leiner et al's, (2003). According to (Onyeizu e t al2014) later, ARPA was renamed Defense Advanced Research Projects Agency (DARPA), and research on network connectivity continued (Knowles 1996

cited in Onyeizu et al 2014). With the diversity, there were lot of security risks, and in 1983, the military segment broke off and became MILNET (Onyeizu et al 2014). Cerf and Kahn's landmark 1973 paper outlined the protocols to achieve end-to-end delivery of packets (Onyeizu et al 2014). This paper on Transmission Control Protocol (TCP) included concepts such as encapsulation, the datagram and the function of a gateway (Onyeizu et al 2014). In 1977, the University of Wisconsin decided to create a new network for the advancement of computer science technology (Onyeizu et al 2014). This idea eventually became C S net. By the 1980s, C S net was connected to ARPA net using a gateway and the TCP/IP protocol. It was at this point, internet was fully born (Knowles 1996 see in Onyeizu et al. 2014).

### 2.3 Journalism and the Internet

The Internet as a reporting tool and as the arena for a new kind of journalism particularly challenges professionals ideals of credibility, reliability and objectivity as (Denze, 2001) define since the information and sources obtained through the worldwide network of computers is considered to be too 'immediate' and hard to verify to use by journalists (Sterling and O'Dell 2010 see in Zangana, A, 2017). According to the scholars yet the pressure to do so is rising throughout the field of journalism. The traditional values of factuality and validity corresponding with the ideal of quickly delivering the news are also challenged by the '24/7'- element of online news (Denze, 2001).

Denze, (2001) and Several authors additionally have questioned the way in which journalists cope with ethical dilemmas on the Internet; whether using CAR and deciding which information to use (for example e-mails, chats or private Homepages) or working as an online journalist and linking to external sites or copying parts of original sources into the news site itself (Denze, 2001).

Denze, (2001) supplementary demonstrated that his leaves the concerns voiced about the lack of clear standards for distinguishing commercial from editorial content online. Recently new media technologies such as news delivery via mobile phones further fueled this debate (Denze, 2001). According to (Denze, 2001), since the future seems to hold convergence of different media modalities into a (more or less mobile) wireless and networked environment. Denze, (2001) stated that this poses similar questions to the future of journalists in general as well as online

journalism in particular; the online media professionals of today are the first generation of reporters to deal with these fundamental issues in journalism professionalism (Denze, 2001). Denze, (2001) further explained that the Internet as it can be considered to be affecting journalism in general and the professional ideology of journalism in particular will be discussed here in two ways: Denze, (2001) setup it how it has made inroads into newsrooms and desktops of journalists working for all media types in terms of Computer-Assisted Reporting (CAR); and how it has created a new type of journalism: online journalism (Denze, 2001).

### 2.3.1 Computer-Assisted Reporting

The internet had a fast start virtually everywhere, although initially there were not many publicly available electronic resources (Gazi, 2011 see in Deuzein E. 2001). According to the scholar the first news media on the World Wide Web started in 1992 (notably in the US) and fully emerged in 1994. There is a tremendous increase of the use of the Internet by traditional media, with radio and TV programs referring to the addresses of Websites and newspapers putting up archives and info graphics online for their readers (Aggarwal, 2002 see in (Denze, 2001). Denze, (2001) further stated that this prompted some subscribers to complain: one wonders what you miss when you do not have (or: want) access to the Internet and your paper redirects you to a Website for more information (Denze, 2001).

The journalism departments of universities, further training organizations and the various Schools for Journalism in Europe are investing heavily in training programs in Computer-Assisted Reporting (CAR): using the Internet as a reporting tool (Deuze, 2012 see in Deuzein, E. 2001). The scholar claims that generally in developed world all newsrooms have Internet connections now. Although this development often started as one computer with desktop Internet access per newsroom, all media have been switching to universal desktop access in recent years (Deuze, 2012). According to Siapera and Veglis, (2012) not everybody is happy about these developments; research in the US revealed that many reporters and editors of newspapers felt nervous and concerned about the 'omnipresence' of the Internet in their work (Siapera and Veglis, 2012 cited in (Deuze, 2012).

As Deuze, (2012) mentioned another aspect related to CAR which affects all journalists is how to deal with e-mail, newsgroups and Internet Relay Chat (IRC) in an environment where the

verification of information is extremely difficult. This, (Deuze, 2012) detailed due to the often anonymous, fast-paced communication involved (Garrison, 2000 cited in Deuze, 2012). The scholar (Deuze, 2012) mentioned here that one can attribute CAR to the impact so-called 'liberating' new media technologies such as the Internet may have on journalism with regard to its credibility, legitimacy and validity (Garrison, 2000 cited in Deuzein, E. (2001).

### 2.3.2 Online Journalism

The Internet has created its own kind, fourth kind of journalism: online journalism – which differs in its characteristics from traditional types of journalism (Deuze, 2001 see in Deuzein, E. 2001). As Deuze,M &Jo,B (2001) define “Journalism is carried out in specific institutional circumstances, within concrete organizational settings and under particular technological conditions (Deuze,M &Jo,B, 2001).

The advent of cyberspace will inevitably impact on the factors which shape how journalism gets done - and may well even color how we define what journalism is (Ibid).

According to the scholar the essential characteristics of online journalism are interactivity, customization of content, hyper textuality and convergence or rather: multi mediality (Deuze, 1999). Deuze (1999), demonstrated that the convergence of communication modalities leads to an integration and possible specialization of information services, where the existing unity of production, content and distribution within each separate medium will cease to exist (Deuze, 2001 see in Deuzein, E. (2001). Deuze,M &Jo,B (2001) further explained this is the 'ideal-typical' form of online journalism, as professed by an increasing number of professionals and academics worldwide (Deuze,M &Jo,B (2001) see in Zangana, A, 2017).

Online journalism is still seen by many members of the profession of journalism as something 'outside' of journalism, which claim is often legitimized by the fact that most news sites do not produce original content (that is, news content which is exclusively produced for the online environment). This claim against online journalism by traditional journalism has been described by critics of the new media as a fear of technological determinism or even 'de-professionalization' in journalism (Pavlik, 2001). The scholar refer to the fact that anyone can be a journalist online; hence further blurring the distinction between reliable, objective information offered by a professional. Specifically the lack of 'institutional credibility' of online journalism

endangering the core values of professional journalism, even though audience surveys show that people in general have no problem seeing online news sources as credible (Pavlik, 2001). According to the scholar, online journalism is further criticized for its lack of professional standards or ethics.

## 2.4 Features of the Internet

Different scholars such as, Paulussen (2004) see in Onyeizu et al. (2014), identified key features of the internet - this makes the audience part of the news process. According to the scholar interactivity, intermediary and research instrument are the main features of internet. Pavlik (2001) also identify multimodality and frequency of update as the feature of internet. However, for this research purpose, the researcher tries to define interactivity, intermediary and research instrument.

### 2.4.1 Interactivity

Fenton, N (2010) demonstrated that one of the positive arguments in favor of the democratizing potential of new media is that it increases the interactivity between journalist and source and journalist and reader /viewer (Fenton, N 2010).

With the help of internet, there is advanced of interactivity and also response from audiences. Before now, it was difficult to find out what the audience of a media organization thinks about their services but with the internet, there are online platforms for audiences to fill survey forms as regards the station or media organization (Fenton, N, 2010). In the same vein, the scholar assert that interactivity is the extent to which communication reflects back on itself, feeds on and responds to the past. The internet has the potential to enable true involvement of audiences in the news-making process (Pavlik, 2001). According to the scholar readers' participation is higher on the internet because audiences determine their way to the content and it is easier for them to respond directly to journalists on the net.

### 2.4.2 Intermediary

Internet usage in news production as Pavlik (2001) see in Onyeizu et al. (2014) says, helps to bridge the gap between one place and another; one does not need to travel a long distance to know what is happening far, with just a click on the web, there is a huge flow of information (Onyeizu et al, 2014).

Onyeizu et al, (2014) describe that with the internet, there is something known as cross talk, where people in two different environments are brought together (Onyeizu et al, 2014). For example, on EBC, a reporter from another part of the world can be linked to the main studio for live reporting without any difficulty and this could look like they are in the same place (Onyeizu et al, 2014).

### 2.4.3 Research Instrument

According to Morris, M. and C. Ogan (1996) cited in Onyeizu et al. (2014) the internet can be used for research to investigate a topic of interest. According to the scholar in media practice, it can also be used for investigative journalism (Onyeizu et al, 2014). In doing investigative journalism, a reporter deeply investigates a topic to get in-depth information.

### 2.5 Internet and public sphere

Internet access is presently limited, relatively autonomous communicative interaction can and does take place through cyberspace (Slevin, 2000). However, the advance of these aspects of the online life world does not necessarily mean communicative rationally, which is required for the formation of the public sphere, is also developing. The scholar added that much online communication, despite its semi independence from state and company authority, may be categorized as either strategic rationality or as conventional communicative action as (Dahlberg, L 2000) explains forms of exchange that do not challenge participants background convictions.

But Spanish sociologist Manuel Castells (2010), in his book *The Network Society*: claims that media, including the Internet, has become a public space. The scholars explains that cultural expressions of all kinds are enclosed and shaped by this interlinked, electronic hypertext, formed by television, radio, print media, film, video, art and Internet communication in the so-called “multimedia system. The scholars added that this multimedia system, even in its current state of

oligopolistic business concentration, is not characterized by one-way messages to a mass audience. According to the scholar media in the network society presents a large variety of communication channels, with increased interactivity. They also do not constitute the global village of a unified Hollywood centered culture. They are inclusive of a wide range of cultures and social groups, and send targeted messages to selected audiences or to specific sectors of an audience.

Castells (2010) also claims that the media system is characterized by global business concentration, by diversification of the audience (including cultural diversification), by technological versatility and channel multiplicity. Namely, these constitute that everything as a collective mental experience is virtual; but that this virtually is a fundamental dimension of everyone's reality.

It should not take the network society (including the Internet which is a network of networks) as an absolute institution of the public sphere. The scholar added that the Internet has some features of a "public sphere", but not every website provides a possibility for its visitors to share their thoughts and opinions. On some websites we can find some interactivity or places where visitor can express them and shape their opinions.

## 2.6 Internet technology and digital newsgathering

It is now clear that the dynamics and structure of technology-based media are undergoing a profound change. The existence of an open content distribution platform facilitated the emergence of new communication platforms upon which millions of individuals participate. The examples are well-known, from the World Wide Web to Facebook, in addition to twitter, telegram and YouTube (Franklin, 2005).

Adigwe (2012) emphasized that the information and communication technology age has revolutionized information, news gathering, processing, storage, retrieval and dissemination by making information more accessible and relatively cheap.

He notes that access to information is fundamental to empowerment, recognizing the impact of increasing digital convergence on media has created an enabling environment to ensuring people's access to information through the adoption of these technologies. Scholars in this field

observes that in the past a television station would cooperate with newspapers by telling viewers to read more about the story in tomorrow's newspapers but more broadcast news programs are increasing the content on their website with emphasis on interacting with readers and viewers (Batsell, J. (2015) cited in Zangana, A, (2017). He further noted that the 21st century began convergence taking different form; media organization were not just merging different technology on the same story, they were merging with other companies that could provide the audio and video for their online site.

Additionally, the scholar stated that convergence is a marriage or partnership to which each type of media retains a distinct identity but instead of competing with one another the different media assist and contribute to the total invention. He noted also that this has changed the form of news delivery. The scholar also points out that the presence of computer set in a newsroom has removed the manual typewriter. He further adds that, notebook and laptops also have increased user productivity. This he said, the Journalists will benefit greatly from the use of technology like computer within or outside the news room. Journalism has changed dramatically since then, as technology, starting with the telegraph and telephone, has made it possible to find out about events without actually being there.

The Internet, of course, makes it potential to quick look into many places without that physical being there. This makes the Internet supreme research and reporting tool. Batsell, J. (2015) cited in Zangana, A, (2017) aptly captures it by saying that the internet is changing the way people communicate around the world. He also said that, digital convergence is making the internet a conduit for all other media; to him to understand the internet is to understand the media of the future. A reporter today can, with a few minutes of searching on the World Wide Web, find information that would have taken hours of expensive long-distance telephone calls just a decade ago. In addition, the Web has made it possible to interview someone without actually having a conversation (<http://www.people-press.org>). When a news source can't be reached by telephone, he or she can always be e-mailed. But one of the most basic research tools has not changed in a century: the news organization's own library of previously published or broadcast stories.

According to Campbell (2004), the development of new technologies is producing more systematic influences on news production processes, alongside the more specific influence of particular technologies like the camcorder. Hall (2001) also accompanies this idea saying

Journalism is one of the primary areas of media production where the concept of convergence applies very overtly (Hall, 2001). In harmony with aforementioned idea, Pavlik (2001), to tries to explain that convergence essential refers to the coming together of once-separate media in a digital, networked environment. While this may sound superficially like little more than a technological change, convergence arguably affects journalism in all kinds of ways from the organizational level to that of individual journalists and audience members.

## 2.7 New technology and the newsroom

Different scholar findings show that Internet technologies have reached audiences dramatically and are increasingly treated as borderless products. In Cottle and Ashton's (2012) cited Zangana, A, (2017), discussion, using empirical study findings from a case study of the multi-media BBC, they claim 'in fact socially and culturally formed and rooted within company and professional contexts and practices. News technology had a direct effect on journalists' practices, reducing costs and allowing work to be more efficient. Griffiths, A. cited in Zangana, A, (2017). , also argues that new technology has changed the news production process and journalists' practice. Using an ethnography study, he suggests that the newsroom computer system has provided 'acceleration of news production processes'.

Through an analysis of ethnography interviews, Zangana, A, (2017) found that within a British national media organization, technology tools have played a big role in the reconfiguration of the work environment and journalists' practice. In particular 'the research reported here has shown that traditional news organizations are undergoing significant changes in terms of strategic thinking and work organization which ultimately affect the work and role of journalists.'

In this case, Pavlik (2000) also argues that the technology has affected the field of journalism practice, including the journalists' practice within their workplace, news content, quality of production and the structure of the newsroom environment. In this context, Avilés et al. (2004) cited in Zangana, A, (2017) claim that journalists' practice has been impacted by the new technological tools and that this shift has improved workers' skills, their activity within the workplace and their attitudes relating to the use of the new technology, in a positive manner. Moreover, most of the researchers readily agree that the technology has changed journalists'

practice, pointing out that the new systems allow news producers to complete work faster and more efficiently, with fewer journalists.

Quinn (2002) cited in Zangana, A, (2017) remarks that the digital age has created a more efficient practice in the newsroom. He provides a comprehensive overview of the information relating to journalists' practice in the digital environment, specifically how journalists are able to manage the flow of information in the newsroom. Quinn (2002) see in Zangana, A, (2017) further explain that the use of new tools and information management allows journalists to conduct their everyday practices in efficient ways within their organization. Avilés et al. (2004) also argues that the new environment of journalism and the use of computers by journalists in the news broadcasting process have created a change in journalists' practice by delivering new tools, and these tools support journalists in their news production. The scholars added that these changes and implementations have become an essential aspect of news activity.

A survey of the variety of literature surrounding the uses, impacts, and interactions of new technological tools in newsroom production has shown that the new tools have a major influence. Researchers agree conclusively that the new technology has changed the structure of the newsroom and journalistic practice.

## 2.8 The Impact of the Internet on Journalism Practice

The advent of the internet technology has offered boundless opportunities to the media profession. News technology had a direct effect on journalists' practices, reducing costs and allowing work to be more efficient. Pavlik (2001) cited in Onyeizu e t al. (2014) argues that the technology has affected the field of journalism practice, including the journalists' practice within their workplace, news content, quality of production and the structure of the newsroom environment.

In this context, Avilés et al (2004) see in Zangana, A, (2017) claim that journalists' practice has been impacted by the new technological tools and that this shift has improved workers' skills, their activity within the workplace and their attitudes relating to the use of the new technology, in a positive manner. Moreover, most of the researchers readily agree that the technology has changed journalists' practice, pointing out that the new systems allow news producers to complete work faster and more efficiently, with fewer journalists.

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Furthermore, Avilé et al. (2004) cited in Zangana, A, (2017) argues that the new environment of journalism and the use of computers by journalists in the news broadcasting process have created a change in journalists' practice by delivering new tools, and these tools support journalists in their news production. The scholars added that these changes and implementations have become an essential aspect of news activity. Reporters now have new ways of gathering information and making their reports relevant. News consumers have also become like reporters in that they can cover reports in their locality for people to know about and this underscores the essence of interactivity and feedback.

As Pavlik (2001), explain that with the internet, every journalist can consult various sources faster and more easily, as a result of which reports become more varied and gain more contextual depth. According to Bastos, et al (2000), the current technologies of internet make news gathering and production more efficient, faster and cost-effective. Onyeizu e t al. (2014) adds that these technologies also enhance producer creativity and encourage new approaches to old tasks (Onyeizu e t al. 2014). The job of gathering news has been made a little easier with the use of internet tools (Onyeizu e t al. 2014). Ward, Mike (2002), demonstrated that reporters do not necessarily have to be everywhere to get eye-catching reports, they can surf the net and also subscribe to big news agencies to keep their reports fresh. According to (Onyeizu e t al. 2014), when there is an international event, the media house must not necessarily send a reporter to that location to get the report, (Onyeizu e t al. 2014) as they can view it live on the net, they can have a freelance journalist over there willing to tender the report or they could also have a correspondent in that location to cover the report and send to the headquarters for dissemination (Onyeizu e t al. 2014).

Additionally, Bastos, et al (2000), explain that the internet allows for localization of content, in that when stories break maybe on the international scene, they find an angle to it that will be

relevant to the audience they feed. Onyeizu et al. (2014) further explains interviewing can also be made easy instead of going to where the potential interviewee is, the reporter and the person can connect online.

Talking about the internet technology, Pavlik (2001) further explains that digital newsrooms guarantee a number of advantages over traditional analog. Some of these include increased efficiency, greater productivity, enhanced creativity, greater accuracy, wide coverage and timeliness, and fully searchable digital archives or news libraries. A survey of the variety of literature surrounding the uses, impacts, and interactions of new technological tools in newsroom production has shown that the new tools have a major influence on journalists' practice, shaping their behaviors, improving their skills and also increasing the amount of news broadcast in the workplace. Researchers agree conclusively that the new technology has changed the structure of the newsroom and journalistic practice.

## 2.9 The Rise of Citizen Journalism

According to Talabi F, (2011) it is now clear that the advent of internet has made everybody a journalist just as Gutenberg made everybody a printer with the invention of printing press and Marconi made everybody a broadcaster by giving us radio, everyone is now a journalist (Talabi, F, 2011). Citizen journalism has made it a reality for everybody to be media creator, owner and actor instead of passive user (Ezeibe and Nwagwu; 2009, pp.65-66 see in Ndeyang, A 2017). Talabi, F, (2011) add that citizen journalism gradually debases the conventional journalism hence information role that professional journalism does dissolve into public domain. It appears that there is no clear distinction between the role conventional journalism and citizen journalism (Talabi, F, 2011).

Citizen Journalism is the act of everyday citizens without professional journalism training or experience playing active role in collecting, reporting and analyzing the news. The introduction of easy to use handheld cameras, mobile phone with camera and internet services created opportunities for individuals to capture event as they unfold necessitating the traditional media to evolve ways get such. Through citizen journalism non journalists can use modern technology and the global distribution of the internet to create news stories an example of this is the video blog.

This Rodman (2012) says keeps the mainstream media on its toes, and that citizen journalism is changing the way old media reports the news.

Additionally, (Rabiu (2013) cited in Ndeyang, (2017) adds that blog achieved mainstream notoriety in 2004 when people increasingly began to publish on their websites. He observed that technology, is transforming citizens from passive consumers of news into active participants, who can assemble their own journalism from disparate elements. Even though this is not widely used in Ethiopia, it abounds in technologically advanced nations. For instance I-Report on CNN, You Witness News on Reuters. With this the media no longer have monopoly of bringing news to the audience.

This is however, was criticized by (Dominick (2009) sees in Ndeyang, ( 2017) who argues that, they are not journalist who do not apply the ethics of ensuring the basic principles of journalism are adhered to in terms of fairness, balance objectivity etc. The new media continue to change the industry, with platforms like the news aggregators like Google news aren't the only new media that are having an effect on today's news industry; twitter, face book and other social networking media are also changing the face of journalism.

## 2.10 Conventional Media versus New media

Holmes (2005) cited in Gebeyehu (2011) exposes the distinction between a first and second media age and alternative models of understanding how broadcast media and interactive network media are related to each other.

According to the scholar the first and second media age mutually constitutive. This distinction between the two media underlines the second media age theory itself and much of the cyber culture literature which now defines itself in opposition to, or as having succeeded, 'media studies'. As per Holmes (2005) see in Gebeyehu (2011), broadcast can be interactive as much as interactivity can be facilitated within broadcast. Gebeyehu (2011) brief that in fact almost all technically constituted forms of communication, from print to television, to cyberspace, contain elements of broadcast and interactivity Holmes (2005) argues.

Token of conventional (broadcast media); it is characterized by one way communication. Typically, this entails a sender of messages transmitting information to an indefinite mass or

audience, without that audience having recourse to also transmit information, at least not to the extent that the broadcaster does (Gebeyehu, 2011).

The overriding evidence for this argument, as Holmes (2005) contends, is to point to the massive take-up of new media in developed nations. Statistics on the rate of growth of web traffic, the take-up of PCs in the home, as well as connections to the Internet, mobile telephony and short messaging services (SMS) or texting are all a part of this evidence. Pavlik (2001) has tried to magnify this fact as individuals actually do with the technology, or what it might mean to use it, the fact of its take-up is said to be proof of the needy individuals have to find connection in a computerized world .

Talking about the new media technology, Pavlik (2001) further explains that digital newsrooms guarantee a number of advantages over traditional analog. Some of these include increased efficiency, greater productivity, enhanced creativity, greater accuracy, wide coverage and timeliness, and fully searchable digital archives or news libraries.

In relation to audience, Campbell (2004) cited in Gebeyehu (2011) explains, attracting audiences on the Web is not the same as for conventional media. Bold headlines and sensational images may help attract audiences' attention at the newsstand, or whilst channel-hopping through the few channels available on TV, but the Web had thousands of pages even in its early days and today has hundreds of millions of pages. News organizations have approached this problem in two ways, by developing what have been dubbed 'push' and 'pull' strategies.

Push strategies are essentially the traditional strategies of regularly providing news content in convenient packages, attempting to 'push' the audience member into consuming that news product. Daily newspaper production, television news bulletins at the same time every day, and advertising of these in between, are traditional examples of push media. As Pavlik (2001), on the Internet news organizations offer services such as news delivered to you individually by email tailored to your particular interests). Hall (2001) cited in Campbell (2004) also comments, 'push' strategies are good for simple factual information like sports results, weather forecasts, and market reports. At the moment these kinds of automated services aren't so good for transmitting more detailed and lengthy reporting, although the take-up of ultra-fast broadband Internet connections may change this. The other strategy is the 'pull' strategy. Here web-based providers

of news do not necessarily attempt to push their own content at audience members, but instead offer aggregation services, i.e. an audience member may request news on a particular issue, and pull media will search a range of news outlets for relevant information, collate it and send the results to the audience member.

### 2.11 The role of Internet in Development

According to UNESCO internet (2011) see in Feyisa (2011) report the internet provides great opportunities to improve life for all users. It has positive effects on accessibility through a wide range of devices the Internet has enormously increased the information resources available to people.

The Internet today is applied in many areas of studies and development, particularly in health, business, education and media. It is used by writers, researchers, and reporters access to a much wider information and expert sources much more quickly than any other medium. The Internet provides an abundance of new opportunities to publish research work for a worldwide audience. The new media ICT sector comprising of information, communication activities, has emerged as one of the most dynamic conglomerates of economic activities among industrialized countries and increasingly also among developing countries. The use of computing and communication technologies is transforming the way we produce, consume and accumulate wealth (Lievrouw and Livingstone, 2002: 326 cited in Feyisa 2011).

According to McGuire, 2003 cited in Feyisa (2011) the Internet also represents new markets for many writers and provides unique opportunities for interviews, and story ideas bound. The other most important applications for the Internet will continue to be information exchange and global communications, developing e-commerce application for the country's tourist industry, access to foreign news and profession are other opportunities of using internet.

According to Pavlik (2001), the new media are transforming the relationships that exist among news organization journalists. The Internet speeds up news gathering and dissemination of information. Online technologies such as e-mail, discussion groups are used to assist journalists in accomplishing various tasks in the newsroom.

The new media “Internet” has large contribution in media industry. Pavlik (2001), points out that the internet is changing the nature of news content and the way journalists do their work. It is also transforming the structure of the newsroom and the news industry. In addition, he asserts that the Internet is bringing about a shift of the relationships between and among news organizations and journalists. In general, among the many areas of application the following are chosen based on their key roles in development.

## 2.12 The Internet in Promoting Media

As many scholars describe the influence of the technology, no area has been more profoundly affected by the Internet than the media. Traditionally print and broadcast sources are now reinventing themselves online. Change is further fuelled as existing print and broadcast agencies merge, and media conglomerates compete with telephone companies for dominance on the information highway (Guire 2002 cited in Feyisa 2011). According to the scholar Radio has been on the Internet since 1993 and the first-ever internet video broadcast of a rock concert featured the rolling stones in November 1994. In just a few years, audio, and video on the Internet have become commonplace. In 1999, an estimated 170 million video streams were served up over the internet. In addition there are several hundred newspapers on the net, as well as news services such as AP and Reuters.

News is available on the internet from over eighty countries in the world. ([www.newsdirectory.com/](http://www.newsdirectory.com/)) lists over 8,200 print publications that now maintain an active presence on the web. This total does not include the hundreds of publications that exist only online. By using your own angle on the news you can determine what is relevant and what’s not. A number of companies on the Internet provide customized news services, tailoring the news to suit your interests. This can be found at ([www.yahoo.com/News/](http://www.yahoo.com/News/)) see in (Feyisa 2011).

Van Loon, J. (2007) cited in Feyisa (2011), the online version of many publications (also called cyber ageists) usually gives you a sampling of their latest issue and sometimes offers complete back issues. These publications also provide online interviews with authors or guest “speakers” and in some cases facilitate discussion groups related to topics of interests to readers. Increasingly publications on the Internet are developing multimedia formats that integrate text, sound, graphics, and animation. Journalists can use the net to access stock photos, and

photojournalists can transmit their photos almost instantaneously using electronic communications.

(Lievrouw and Livingstone 2002 see in Feyisa 2011), add that the potentials of Internet are: Interactivity- which enables citizens to assume an active position by participating in conduct of participating in a forum, communicating opinions and viewpoints or when participating in a discussion group on a topic in which she/he is interested.

The cost effectiveness of the Internet has had a major influence on the expansion of the range of supply available to citizens. The low costs permits even small groups and movements to acquire a visible internet presence that in the traditional media would be unaffordable.

Speed- with the Internet cost effectiveness is the immense speed of communication processes. The speed of the internet has no parallel in some of the traditional media (the press, for example), and the same holds true for the diversification of the messages addressed to different segments of the users. The absences of boundaries of the Internet not only contribute to the diffusion of arguments of potential interest to everyone and it also permits the circulation of the experience, opinions and proposal by all interested parties.

The Internet offers other increasingly sophisticated communications possibilities and audio features of an instant messaging service or the latest voice-over Internet technologies. With newer, very high-speed modems now available and the latest desktop delivery techniques, audio and video broadcasts over the web are almost common-place. Today you can access Net “TV channel” featuring adventures, westerns, nature programs, sports, lifestyle programming and a host of other type. There are also talking books and readings of pottery and short stories (Van Loon, J., 2007).

### 2.13 Internet use in Ethiopia and EBC

In 1993 internet use started in Ethiopia, when the UN Economic Commission for Africa established in Addis Ababa to store-and-forward email service called PADIS Net (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net’s internet gateway in London (Samuel, 2001 see in Feyisa 2011). At that time,

international organizations and NGOs, some academicians and very few private companies were the dominant users.

Currently Ethiopian Telecommunication Corporation is the sole provider of internet services in Ethiopia. The Ethiopian telecommunications company (ETC) was established in 1996 (Tewfic,L 2007). Internet cafés, CDMA and mobile data are the main source of internet access in urban areas, and an active community of bloggers and online journalists now plays an important role in offering alternative news sources and venues for political dialogue ([https://en.wikipedia.org/wiki/Internet\\_in\\_Ethiopia](https://en.wikipedia.org/wiki/Internet_in_Ethiopia)). Today, the Ethiopian Telecommunication Corporation (ETC) show that the number of internet subscribers increase from time to time. 10years ago, the total number of internet users was 143, 000, as of February 2019, there are about 35.4 million mobile subscribers, and half a million of these are mobile data users. Over 14.1 million subscribe to broadband and 4.3 to narrowband internet access. In total, there are about 19.2 million internet users out of the 108 million in the country (ETC, 2019 annual report unpublished). Data on the quality of internet connections is challenging to find, but research indicates that the speed and quality of the connection are getting better by 27% every year. However, it is important to note that this number does not mean that all 19 million internet users have access to a reliable internet connection or that all of them experience the internet the same way (ETC 2019).

As in other countries, as Feyisa (2011) mentioned Ethiopia has some news organizations, which use internet to their news production, such as Ethiopian Broadcasting Corporation, Ethiopian News Agency, Walta Media and Communication Corporate, and Fana Broadcasting Corporate. In this case, from the researcher's knowledge the use of internet in newsrooms across Ethiopia is gaining some grounds. For example, in EBC some reporters use the internet to gather foreign news, to report live from remote area and also to get news sent in by correspondents or citizen journalist in other locations.

## 2.14 Theoretical framework

This study would be set upon the following theories: Uses and Gratification theory, the adoption of innovation model and cultural Imperialism theory.

### 2.14.1 Uses and Gratification Theory

This theory looks at how the media audience uses the media and what gratifications they get from using the media. Uses and gratifications studies began when researchers started to move away from the idea of a passive media audience accepting whatever was printed in the paper or broadcast through the airwaves (Swanson, 1992). The Uses and Gratifications theory views individuals as purposive and active, specifying that people select media based on needs. The theory states that the media audience is an active one and not a passive one in the sense that the audience searches for the media and also contents that will meet a certain needs. According to Anaeto, et al (2008), one of the assumptions of the theory that the media is active which means they are goal-oriented and attempt to achieve their goals through the media. In relation to this research, it means that journalists and reporters use the internet as a medium of mass communication. The internet allows for interactivity and also journalists can search for reports from any part of the world online and can also interact with news sources to give cutting edge to their reports.

#### 2.14.2 Technological Determinism Theory

This is a theory of digital communication propounded by Marshall McLuhan in 1962. Onyeizu et al. (2014) cited in Chandler (2000) is of the assumption that “the entire form of society is seen as being determined by technology”; adding also that “new technologies transform society at every level, including institutions, social interaction and individuals (Onyeizu e t al. (2014).

Chandler (2000) see in Onyeizu et al. (2014) asserts that technology is presented as an independent, self-controlling, self-determining, self-generating, self-propelling, self-perpetuating and self-expanding force. He adds that it is ‘blindly’ shaping society”. According to Onyeizu e t al. (2014) the theory states that media technologies shape how we as individuals in a society think, feel act and how a society operates as we move from one technology age to another (Onyeizu e t al. 2014). The scholar elaborate McLuhan’s theory of 1963 that we learn, feel and think the way we do because of the message we receive through the current technology that is available. This theory according to (Onyeizu et al., 2014) seeks to show that technical developments, communications technologies or media, or, most broadly, technology in general are key movers in historical and social change and technology is seen as the fundamental condition underlying the pattern of social organization.

### 2.14.3 Cultural Imperialism Theory

According to different scholars, the theory of cultural imperialism has its roots in critical communication scholarship and was used to describe the growing influence of the United States and its commercial media system around the world, The theory specifically focused on the ways in which US culture was being spread to and sometimes imposed upon developing nations by US communications and media corporations, by specific media products and their imagery and messages and maintained the asymmetrical economic, political, and cultural power relations between the United States and other countries in the world system (Onyeizu et al.,2014).

In this study, the cultural imperialism theory could be relevant in that with the advent of the internet, cultures and ideas are transmitted across borders. According to (Onyeizu et al., 2014), this means that the process of news gathering can be made easy and a reporter does not need to travel to a particular country to get a report but there could be a freelancer there or even a correspondent to cover the report, write and send the story in for publication or broadcast (Onyeizu et al., 2014).

### 2.15 Empirical studies

This section of the work reviews some existing related empirical studies on the influence of internet in news production in Ethiopia. During this case, there aren't any local studies on this specific area. But several studies are done on how internet and new media impact the media landscape in Ethiopia. One in all such is that the one done by: Gebeyehu (2011), titled: Media and New Technology in Ethiopia - a study of an interface: A case study of the ERTA/ETV newsroom. The study aimed toward assessing the employment of social media by journalists in Ethiopia and the way such usage affects news gathering and reporting in Ethiopia. Authors of this text got wind that social media, which is that the product of latest media technology, has incontrovertibly charted new frontiers for conventional journalists. The study design was cross-sectional and used both quantitative and qualitative approaches and it had been studying 200 journalists in EBC. The findings of this study indicated that EBC journalists don't make adequate use of the social media. The study recommends the human ware should be developed in accordance with the expertise specific needs of the news making from recruitment up to on-the job trainings and refreshment courses. Moreover, providing induction periods supported by brief

trainings on the situation of the organization prevents the unnecessary confession the newly employed staff might suffer. Relating these findings to the theoretical frame work shows that the findings serve to bolster the speculation of Technology Acceptance Model which provides a basis on which one can trace how external variables influence belief, attitude and intension to use the digital technology in news gathering and reporting. Therefore, this study has relevancy to the present study on the influence on internet in news production just in case of EBC.

Similarly, Feyisa (2011) conduct a research on New Media Technology as a Source of Foreign News in Oromiya Mass Media: Challenges and Opportunities. The study checked out the ability of latest technology and the way it's changed the normal practice of reports gathering and reporting the digital era in the given region. Because the internet changes the face of communication, journalists are getting down having a brand new way of packaging and disseminating news to the general public. Though few journalists in Oromiya mass media have access to the web and most of them try this in their respective places of labor (without personal internet access) because internet connection is proscribed. The study found the journalists during this organization use Internet for various purposes with more emphasis for searching foreign news and that they also use different sites and search engines. However, there's no free access to the web as they have within the organization to go looking foreign news, but it varies from department to department. Journalists are far behind the data about events that are going down worldwide as results of lack of access to the web. Majority of the journalists consider the web as a reliable source of knowledge, but they agreed that thanks to lack of access to Internet and connection problem they weren't satisfied by their program. As mentioned above, the journalist didn't have formal trainings on a way to use the services, searching techniques of Internet, and that they need an in-depth training that would enable them to rise handle the technology. Theoretical framework used is significant because it relates to the study; the author explored how Technology Determinism Theory has empowered journalists through the employment of technological devices in news gathering and dissemination and used 'use-and-gratification' theory framework for understanding when and the way different media consumers become more or less active and what the results of that increased or decreased involvement could be. Foreign studies are done on this area.

One in all such is that the one done by: Bastos (2008). The scholar conducted an enquiry on the influence of the web on Portuguese press. This study evaluates Portuguese print journalists and their professional changes since the Internet has been incorporated in newsrooms. The most purpose is to grasp how these professional perceive the influence of the web on journalism practices, roles and ethics. This research confirms, Internet is seen as an optimizer of journalistic routines that offers them opportunity to boost their communicative performance. On the opposite hand, Internet is perceived has having a limited influence on the political role of journalism within the context of a democratic society. In short, Portuguese print journalists tend to perceive the web especially as a useful gizmo that serves practical needs and purposes (speed, diffusion, military operation, interaction) and not such a lot an instrument that enhances journalism traditional roles (watch dogging, influence upon political agenda and vox pop analysis, interpretation). Their assessment on the impact of online journalism is additionally positive generally. In contrast, they have a tendency to disqualify online journalism as “news packaging” that produces superficial journalism. In Ethiopia, scarce research was made within the impact of internet on news gathering and reporting. And practically nobody focused on the influence of internet in news production only.

## **Chapter Three**

### **3. Research Methodology**

This chapter focuses on the study method, study design, population of the study; sample size, data collection instruments, ethical procedure, data analysis, validity and reliability of the instruments of the Study.

#### **3.1 Study methods**

A combination of qualitative and quantitative research methods were used to carry out this study. Using combined methods has its own importance: Flick (2002), says the different methodological perspectives complement each other as the complementary compensation of the weaknesses and blind spots of each single design (Flick (2002)). In the case of sequencing, the qualitative and quantitative methods are employed in a combined approach. The data would collect from the journalists, news managers' and news editors of EBC. A quantitative approach would use to collect data from the journalists at EBC through questionnaires that would distribute among the journalists of EBC. The qualitative method, on the other hand, would utilize to collect data through in-depth interview and focus group discussion from news editors and news managers. The researcher would select the informants using purposive sampling technique.

#### **3.2 Study Design**

The study used survey method of study by employing questionnaire, interview and focus group discussion. The study employed questionnaire, which is a self-administered questionnaire. The questionnaire would keep short in an endeavor to make sure minimum inconvenience for participants. Copies of questionnaire comprising close-ended and open questions would accustom get responses to answer the research questions. In-depth interviews: The in-depth interview would play a significant role during this research to present the influence of internet in news room. Hence, the interviewer would conduct individual in-depth interviews on a one-to-one basis with respondent. Individual interviewees would purposively select from the news and current affairs department of the organization. In line with Jensen & Jankowski (1991:101) see in Feyisa (2011) the interview features a number of benefits. One is that it can cover a large range of outlooks on a given subject. This might be done either by interviewing different informants so as to induce diversified opinions or by preparing interview questions that range over a large area

of subjects. Also interview information is often helpful method to induce new perspectives and generating questions for later inquiries. Focus Group Discussion: in line with Wimmer and Dominick (1997), if quantification is very important its wise supplement the main focus group with other research tools that allow more specific questions (Wimmer and Dominick, 1997). The scholar further mentioned that like “why” and “how”. The aim of using focus groups is to form use of group interaction to supply data and insights in ways in which the participants would ‘naturally’ generate meaning in regard to the research questions. Supported this, the researcher would use focus discussion that enables a tiny low group of individuals to debate on the key problems with the research topic. In conducting the main focus group discussions, the researcher principally would act as a moderator from a listing of predetermined interview guidelines revolving round the research objectives. Amharic language would be utilized in the discussions to form the participants comfortable and share opinion freely. Taping would be used with subsequent translations during data analysis.

### 3.3 Population of the Study and Sample Size

To determine the appropriateness of a sample size Israel (1992), mentioned that different ways of determining sample size which include using a census for small populations, imitating a size of similar studies, using published tables and applying formulas to calculate the sample size (Israel, 1992). In this study the researcher would adopt applying formulas to calculate the sample size because the population of the entire staff of the news and current affairs department of the EBC are large.

The staff of the news and current affairs department of Ethiopian broadcasting corporation forms the population of the study. The population of the entire journalist’s staff of EBC from all departments is 700. However, the researcher only considered the total number of the journalist staff in the news and current affairs department, estimated to 300 in the station. So based on (Yamane, 1967) from the total population of 300 the population understudy sample size is around 174.

The formula  $n = \frac{N}{1+N(e)^2}$  (n is the sample size, N the population and e is the level of precisions. A 95 confidence level and P=5 are assumed for equation.)

### 3.4 Data collection instruments

Various types of data collection tools were employed in this study, such as Questionnaire, in-depth interviews, and focus group discussion.

The objective of the questionnaire would be to explore the influence of internet in news production in EBC. The questionnaire would distribute to a total of 174 journalists. Also for in-depth interview the researcher would contact 10 news department heads and channel managers as key informants. In the focus group discussions each of news desk news editors and senior producer would be included and the researcher would conduct 4 focus group discussions with 7 participants.

In order to make possible data collection processes, tools like notes and audio recording would typically utilized. The discussions would record on cassette tape with the participants' consent. This would help the researcher to transcribe the data as accurately as possible.

### 3.5 Ethical procedure

Throughout the course of the study, there were some ethical questions to think about. Fontana and Frey (1994: 378) see in Nesri, S. (2006) observes that traditional ethical concerns have revolved around the topics of 'informed consent' (consent received from the subject after he or she has been carefully and truthfully informed about the research), right to privacy' and 'protection from harm (Nesri, S. 2006). The researcher has adhered to all three. During the analysis of the focus group discussions (FGDs and In-Depth Interview the researcher has attached numbers to each member of the Focus Group and interviewee and ultimately has used those numbers when quoting of respondents was necessary.

### 3.6 Validity and Reliability of the Instruments of the Study

In many important respects, judgments about the credibility of sample findings are critical (Tadesse, 2007). According to Deacon et al (1999) see also Tadesse, (2007) credence to particular statistical findings has to be rooted initially in an evaluation of the research procedures to estimate the likelihood that apparent relationships revealed between variables in a sample are likely to exist in the population as a whole (hypothesis testing) (Tadesse, 2007).

The data collection instruments were primarily applied to selected journalists as a pilot test and appropriate feedback taken, for the validity of the data and instruments used. Those journalists did not participate in the actual data providers.

The data that were collected both in the questionnaire and interview techniques were reviewed and checked for its accuracy, appropriateness, validity and error free by the researcher before it finally went to for processing and analysis. The study participants were primarily informed and introduced about the research topic by the researcher during the data collection process. In addition, regarding the interviewee data, verification of the accuracy of the transcriptions and translations was achieved by cross-checking the transcripts against the tapes.

### **3.7 Data analysis**

The quantitative data was compiled from the distributed questionnaire which then was entered into a statistical package for social sciences (SPSS 24) and analyzed. Parallel to this, the qualitative data from the focus group discussions and in-depth interview was thematically analyzed and used to supplement the findings of the quantitative result.

Finally, the literature review was used to strengthen the qualitative and quantitative data analysis.

## **Chapter Four**

### **4. Presentation, Analysis and Discussion**

As stated in the introductory chapter, this study has aimed at studying the influence of internet technology in news production in case of EBC by raising basic research questions.

Information that is intended to answer these questions was gathered using different instruments. Quantitative and qualitative analyses contain the first valid and credible data gathered from newsroom department on internet technology use, access, and influence in news production in EBC. In the study, the questionnaire were designed to test status of journalists (by age, gender, educational qualifications, access to internet), quality of internet infrastructures and the use of internet technology to improve access to the quality and the timelines of stories and to met the deadline and how much internet make simplicity of job performance at work.

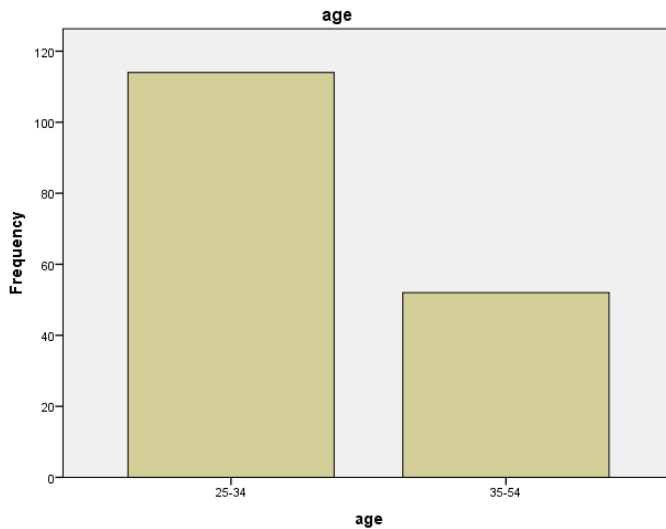
General information about respondents obtained from the questionnaires indicates 78.4% have a bachelor degree, while 21.6% have got graduate degrees. The majority of journalists (53%) studied journalism and communications, while only 25.4 % of them are qualified in language and literature. The remaining (19.6%) majored in social sciences and other areas of study. With regard to the experience of journalists, 47% respondents have 4 to 6 years of experience as journalists. 19.4% have worked for 7 to 10 years as journalists, where as 17.6 % have more than 1 to 3 years of experience in journalism. From 166 respondents only 10% have less than one year experience, the rest (6%) counts more than ten years of experience. Amongst respondents, 41% are married while 57.2% are unmarried, and 1.8% divorced.

Demographic background of sample informants by age, sex, and occupation, and educational qualification, area of specialization and work experience of journalists are given in the following section.

#### **4.1. Socio-demographic characteristics of Respondents**

Based on the data respondents age ranges between 25 years and 54 years. Among the participants 21.6% are females. With regard to educational background, the data revealed that the majority of respondents (78.4%) earned BA/ BSC and 21.6 % have MA. This data indicates us that the majority of journalists is qualified and has got higher education.

**Figure 1: Age of Respondents**



It was discovered from figure 1 that 68.7 % of the respondents are of the age bracket 25-34 years, 31.3% of the respondents fall within the age bracket 35-54 years. From figure above one can see that 25-34 years of the respondents have the highest number of distribution in this study.

**Figure 2: Sex of Respondents**

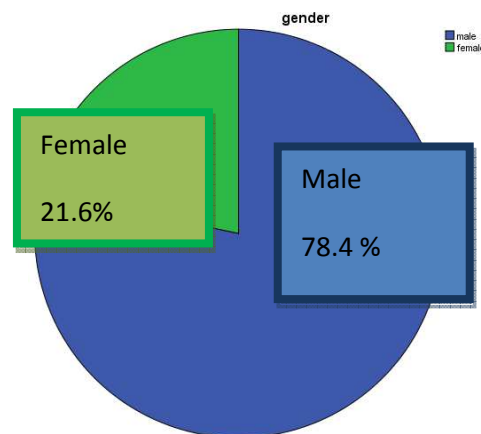


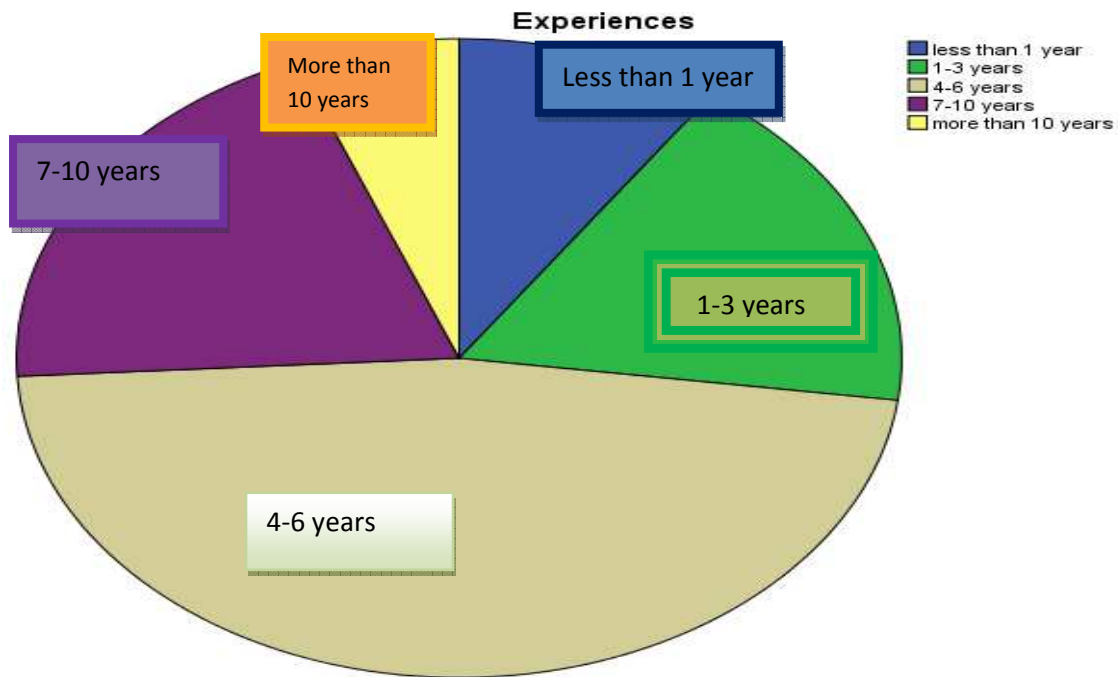
Figure 2 revealed that 78.4% of the respondents are male, 21.6 % of the respondent of this study are female. This is just a chance occurrence, not an indication of more men than women in the stations surveyed.

**Table 1: Educational Qualification of Respondents**

		Frequency	Percent
Valid	BA/ BSC	130	78.3
	MA	36	21.7
	Total	166	100.0

It is evident in table 1 that 78.3 % of the respondents are BA/ BSC graduate, while 21.7% of respondents of this study hold MA.

**Figure 3: Work Experience of Respondents**



**Table: 2 Positions of Respondents**

Response	Frequency	percentage
Reporter II	36	21
Reporter III	49	30
Senior reporter	55	33
Producer	26	16
<b>Total</b>	<b>166</b>	<b>100</b>

The above table indicates that respondents in the study had different occupational background. The majority of the respondents (33%) were senior reporters, 30% and 21% were reporter III and II while 16% were Producer.

#### 4.2 Journalists Use of the Internet

The journalist's use of the internet can be seen from the how it is accessible to them, the available internet facilities, the time they spend on using the internet, and so on.

**Table 3: How accessible is the internet to journalists?**

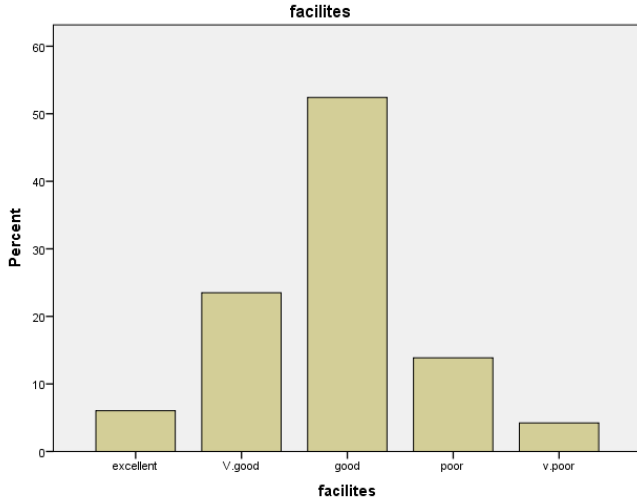
**internet use**

	Response	Frequency	Percent
Valid	yes	166	100.0
	No	0	

It is evident from table 3 that 100% of respondents are internet user. This indicates to a large extent that the respondents are familiar with internet. Based on the above point it would be also

appropriate to see how journalists see the internet facilities in their news room as it is presented next.

**Figure 4: How do you rate internet facilities in the newsroom?**



Analysis from figure 4 demonstrate that 87 (52.4%) respondents rate the internet facilities in their newsroom as ‘good’ while 39 (23.5%) rate very good. Whereas 23 (13.9%) and 7(4.2%) rate the internet facilities ‘poor’ and ‘very poor’ respectively. So based of the finding majority of respondents rate the internet facilities are good.

**Table 4: How many minutes’ /hours/ journalists spend on internet in a day?**

		Frequency	Percent
Valid	10 minutes	7	4.2
	20 minutes	10	6.0
	30 minutes	29	17.5
	1 hour	45	27.1
	2 hours	68	41.0
	> 2 hours	7	4.2
	Total	166	100.0

This figure shows that the duration of the respondent spent on internet use in a day. Majority (41.0%) respondent spent 2 hours a day, (27.1%) respondent spends 1 hour, (17.5%) respondents spend 30 minutes, (6.0%) respondents spend 20 minutes, and (4.2%) respondents spend 10

minutes a day. According to this data majority of EBC journalists (68.1%) spends 1-2 hours in a day on internet.

**Table 5: How often journalists use internet?**

	Response	Frequency	Percent
Valid	Always	89	53.6
	Usually	55	33.1
	Sometimes	22	13.3
	Total	166	100.0

As can be seen from the above figure, 33.1% respondents replied that they usually use the internet in the organization. Majority of the respondents, 53.6% stated that they always use internet in the organization. And 13.3% of journalists answered that they sometimes use the internet technology. From the above discussion one can clearly observe that majority of journalist always use internet.

**Table 6: How often journalists in EBC get reports from the internet?**

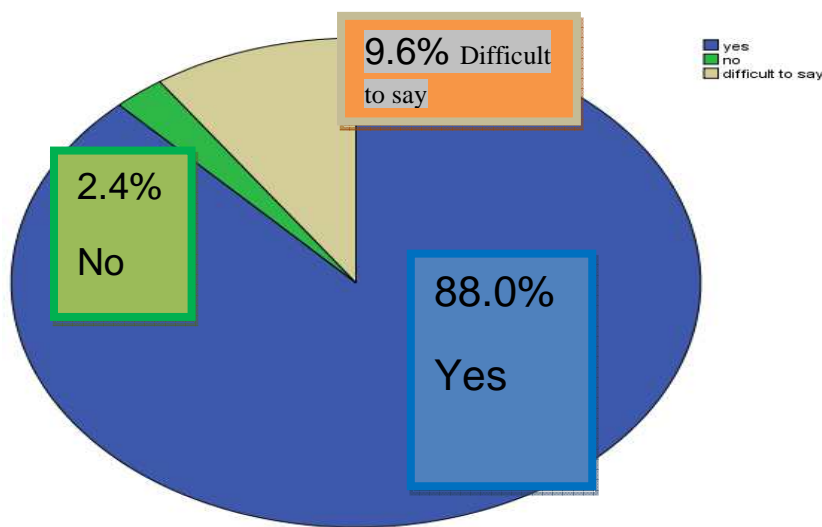
		Frequency	Percent
Valid	daily	123	74.1
	weekly	36	21.7
	monthly	7	4.2
	Total	166	100

From figure 10, 123 (74.1%) respondents get their reports from the internet daily while 36 (21.7%) and 7 (4.2%) get their reports from the internet weekly and monthly respectively. This means that majority of the respondents acknowledge to getting their information from the internet on a everyday, thus we can simplify and say these media houses use the internet technology to gather information and to obtain news from the internet daily.

### 4.3. The Role of the Internet in EBC Newsroom

The role of the internet in the news room can be from how it has helped for speeding up the new production process of the media, how it helped to improve the quality of news production, how it enabled attaining journalistic goal, and so on. These key aspects of the significance of using the internet in the news room of Ethiopian Broadcasting Corporation is examined together with demonstrating how journalists perceived the roles internet plays in the news production process.

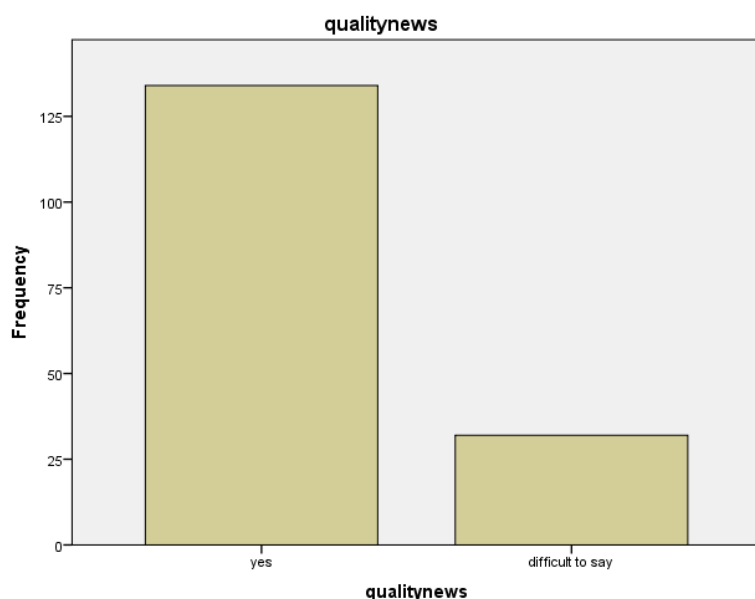
**Figure 5: Has internet usage improved the speed of news production in EBC?**



The analysis of this figure demonstrates that majority (88%) of the respondents from EBC believe the internet has greatly improved their work. From this finding 9.6 % of respondents said it is difficult to say internet is useful to improve the speed of news production, while 2.4%

respondents believe internet is not helpful at all in this case. But this figure clearly indicate that majority of journalists believe internet usage improved speed of news production.

Figure 6: Is internet improves quality of news production



In the above figure, 80.7% respondents revealed that internet improves the quality of news production, while 19.3% of respondents replied difficult to say. Based on the figure, most of the journalist working in EBC believes that internet improves the quality of news production in their organization.

**Table 7: The relevance of internet on attaining journalistic goal**

Response	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Percentage
	Frequency						
Checking facts	87	45	34	-	-	166	100
Updating information	64	77	24	1	-	166	100
Access to sources	74	80	12		-	166	100

Getting ideas for news	54	94	18	-	-	166	100
Investigating issues	46	47	59	14	-	166	100
Disseminating reliable information	23	92	34	10	7	166	100
Getting news as soon as possible	98	72	7	1	-	166	100
Providing analysis and interpretation on complex issues	27	69	37	25	8	166	100
Identifying new trends and ideas	54	76	26	7	3	166	100

According to the sample above, it is possible to confirm that the positive perception of the internet in journalist's daily practices of EBC, especially to factors related to speed and attaining journalistic goals.

**Table 8: Agreement level of journalists concerning the role of the internet**

<b>Response</b>	<b>YES</b>	<b>No</b>	<b>TOTAL</b>
<b>Internet impact quality a of news production</b>	166	-	166
<b>Internet enhance simplicity of job performance</b>	166	-	166
<b>Satisfaction with level of internet technologies available in the newsroom</b>	125	41	166
<b>Internet have the tendency to change the traditional journalistic practice</b>	166	-	166
<b>Internet come up with convenient significant difference to journalist practices</b>	166	-	166

As Table 8: shows concerning the internet technology the position of journalists in EBC are positive.

**Table 9: Impact of internet**

Response	Frequency		Total	Percentage
	Yes	No		
The internet makes it easier to double check information	150	16	166	100
The interactivity of the Internet makes journalism more trustworthy in the public.	78	88	166	100
Distinguishing in accurate information in the Internet is as easy as elsewhere.	67	99	166	100
Internet user journalists deal with information that is increasingly difficult to validate	114	52	166	100
Is the Internet threatens the quality of journalism?	49	117	166	100
Internet sacrificed accuracy in favor of speed.	74	92	166	100

According to the above sample, it is possible to confirm that, on the total, journalists do not perceive internet as being a threat to the quality of journalism nor internet sacrificed accuracy in favor of speed. On the other hand, from 166 respondents 99 of them identify negative effects on distinguishing between true and false in the internet. However, based on the finding majority of respondents believe that internet does not affect the quality of journalism.

#### 4.4. Frequency of Using the Internet

This finding revealed that the use of internet in EBC newsrooms is gaining some basis. Some reporters use the internet to gather foreign news, some to broadcast live from remote area and

also to get news sent in by reporters or citizen journalists in other locations. The finding also shows citizen journalists playing active role in collecting and reporting news.

Drawing inferences from Table 3 show that, 100% of respondents are internet users. The finding revealed that (as indicated in figure 4) majority of respondent rate the internet facilities in the media organization as good. And according to figure 7, majority of EBC journalists (68.1%) spends 1-2 hours in a day on internet and also majority of the respondents, 53.6% stated that they always use internet in the organization, this corroborates the assertion by Salawu (2007) see in Onyeizu et al. (2014) which posits every new technology brings with its wake a lot of optimism about its capacity.

From the above discussion one can clearly observe that majority of EBC journalist always use internet and majority of the respondents admit to getting their reports from the internet on a daily basis; therefore we can generalize and declare these media houses use the internet daily. In this context, as journalists affirm the importance of internet and because all the respondents expressed that they had access to the internet at work and majority of journalists getting their reports from the internet daily, the researcher leads to agree with Chandler (2000) cited in (Onyeizu et al. 2014) when he said the entire form of society is seen as being determined by technology”; adding also that “new technologies transform society at every level, including institutions, social interaction and individuals (Onyeizu et al. 2014).

This implies that EBC journalists greatly understand the power and influence of internet to make their organization competitive. In support of this, (Zangana, 2017) claims that journalists’ practice has been impacted by the new technological tools and that this shift has improved workers’ skills, their activity within the workplace (Zangana, 2017).

Scholars advocate that the internet has created opportunities for widespread electronic delivery of news. However, from these findings, there are technologies barriers that the organizations need to overcome to deliver news efficiently. With this regard, the response of the journalists in the questionnaire, shows, the majority of journalists have no complained. But from the focus group discussion and in-depth interview participants affirmed that there is a shortage of computers in the newsroom to access internet. A representative comment of this view is, from the focus group discussion, one of the news editors in group 2 participant 3 explained that:-

*“In our media organization, the access of internet is good and we use it in daily basis. But there are no enough computers when we compare with journalists who are intended to use internet”*

To facilitate significant changes in working practices, like different research finding suggest, in this case the insufficient computer in news room could hinder the operation of news processing or the computer as a medium could adversely affect the operation of news processing (Adigwe, I. 2010). Majority of in-depth interview respondents also stated that lack of computer in the news room negatively impact news quality. By this, they agree with Griffiths, A. (2015), as the scholar mentioned news technology had a direct effect on journalists’ practices, costs and performance. The scholar ethnography study suggests that the newsroom computer system with good internet technology has provided ‘acceleration of news production processes.

The study also revealed that EBC equipped with slow speed of internet. As majority of FGD respondents in the study were wary of the effects of slow speed of Internet usage on their journalistic practice. From the discussion in group 1 participant 5 stated about quality of internet in the organization that:-

*“We get around 200 MB internet access to the organization. It is good to dig out information from the internet platform. But it is not good enough to get quality picture when we download and use it for news. So the quality of the internet should be improved”.*

Specially, since TV journalists tend to be more concerned about including clear and good visuals in their story. Accessing quality of internet is a must. In this case, researchers agree conclusively that the internet technology structure has changed the overall environment of the newsroom and journalistic practice. And those media who equipped with the best of internet technology improve their output dramatically.

#### 4.5 The Internet and News Process

In this study, the interpretation of figure 5 indicates that majority (88%) of the respondents from EBC believe the internet has greatly improved the speed of their work. This means that the use of internet in their newsrooms has improved speed of news gathering and processing the information to their newsrooms. And this means also that majority of journalists believe internet

usage improved speed of news production. In other words, nowadays the speeding up of news reporting and the need to be visible on time is impacting directly on the quality of the media.

In the same vein, 80.7% respondents revealed that internet improves the quality of news production. The finding affirmed that one key influence of internet technology on news gathering is not only to get better quality news deliverance but also facilitates the distribution of information. In this case the result of the finding lead the researcher to agree with (Pavlik, 2001) when he argues that the internet technology has affected the journalists' practice within their workplace, speed, news content, quality of production and the structure of the newsroom environment.

To a certain extent, journalists now tend to fulfill their job using internet technology. It was also deduced from the findings of the interview that most of the respondent commented on one of the function of internet is that make news timely, and immediate, at any place and at any time. Hence, internet bridges the constraints of remoteness and occasion by possibly bringing news sources nearer than ever before to the news gatherers and reporters. And one of respondents of participant 8 affirmed that:-

*“The task of journalist is informing the public timely with current information, and the internet makes it happen. Nowadays, every journalist can produce news with new trends and ideas with the help of internet. Internet has enhanced live broadcasting from the scene, and breaking news is made possible in television broadcasting. Using internet we can now update and change pieces while the program is on air, with much more flexibility than with the old experience”.*

In EBC, the work of reporters is undergoing some specific changes which are facilitated by the internet technology and journalistic developments. According to the focus group discussion finding, in ETV alone there is 4 to 5 live broadcasting daily using internet (DMNG).

And respondents mentioned that up to 6 news received from email in every day from different sources. It was also affirmed from the finding that more than 10 foreign news that obtained from internet were broadcast both in radio and television in daily basis. This finding leads the researcher to agree with the cultural imperialism theory as the theory stated that with the advent of the internet, cultures and ideas are transmitted across borders. From the scholars argument

this means that the process of news gathering can be made easy and a reporter does not need to travel to a particular country to get a report but there could be a freelancer or a correspondent to cover the report.

In this finding, there is a large consensus among respondents in the questionnaires around the statement according to which the internet allow journalists to use different sources for daily news gathering and reporting. In this case the qualitative findings also revealed the same. Out of the 28 respondents from focus group discussion, 23 affirmed that internet influence positively on the quality of news production as well as in news timeliness.

**Table 10: news editors and managers’ perception on internet to news timelines**

<b>Response</b>	<b>Positive</b>	<b>Negative</b>
<b>Group 1</b>	6	1
<b>Group 2</b>	5	2
<b>Group 3</b>	7	-
<b>Group 4</b>	4	3
<b>Total</b>	23	5

It is apparent that internet has extremely and greatly influence news processing, it was affirmed from the figure above that one of the ways internet impacts on news processing is noticed in news timeliness. In this case without the employment of internet in news processing one could not have achieved news timeliness; majority of the respondents from in-depth interview greatly justified the importance of internet in news processing. One of the in-depth interview respondents (participant 5) also stated the importance of internet:-

*“We have opportunities to improve the production processes. Internet gives wide opportunity to journalists to get variety information about their story ideas. And this helps to make their news better and rich with information. And most importantly internet makes script writing and production easy. So we have positive view on the impact of internet on news room application”.*

No doubt that internet is changing the overall appearance of EBC newsrooms. From the findings of the study, it is evident that majority of the respondents asserted that the internet technology add to and has improved the processes of news production. This implies that with the access of internet technology quality and speed of news production improved. Regarding this, Zangana, (2017) explained a survey of the variety of literature surrounding the uses, impacts, and interactions of new technological tools in newsroom production has shown that the internet have a major influence on journalists' practice, shaping their behaviors, improving their skills and also increasing the amount of news broadcast in the workplace (Bastos et al , 2000).

#### 4.6 Effect of the internet on the conventional media

Nowadays, journalists gain the ability to conduct their breaking stories and provide information updates in their news production at any time. In this context, according to the sample in figure 13, it is possible to confirm that, generally journalists do not perceive internet as being a threat to the quality of journalism nor internet sacrificed accuracy in favor of speed.

In the sample EBC journalists underline positive consequences of the internet, such as the interactivity of the internet makes journalism more trustworthy to the audience and internet gives an improvement in the ability to double-check information. The respondents affirmed that internet technology has many advantages over old tasks. And Pavlik, (2001) identifies some of the advantages of internet over analog, such us increased efficiency, greater productivity, enhanced creativity, greater accuracy, wide coverage and timeliness.

It is also found out that from 166 respondents 99 of them identify negative effects on distinguishing inaccurate information on the internet. In this case, respondents noticed that the internet could be a threat to media professionalism. By this, they agree with (Deuzein, E, 2001) when he said since the information and sources obtained through the internet, it is considered to be too 'immediate' and hard to verify to use by journalists. Scholars affirmed also that yet the pressure to do so is rising throughout the field of journalism. It implies that the internet can be viewed as both an opportunity and a threat to the news industry.

However, majority of the respondent's in-depth interview and FGD were believed that strictly following editorial guidelines could help filtering unchecked facts. Here is the general frame of their argument:

*“The newsroom is working based on its editorial policy. As far as editorial quality of the stories is concerned, those who involved in gathering information from internet need to present where they get from and how they plan to produce it. In this discussion we are trying not to give room delivering unchecked facts. Based on this the journalist need to be verify the information first by reaching the source or using different mechanisms such as, using credible sources”.*

Meanwhile, training is one of the key to use internet technology appropriately, especially to identify its pros and cons. In FGD majority of respondents complained about lack of training regarding how to use the internet for their job. They asserted that if they trained well they would be more productive not only in searching for reports but also getting the right source of the news. Participant 6 of the in-depth interview respondents replied that:-

*“To use internet in more useful method training is extremely essential, so regarding this there is no better training yet, but to get the best outcome from internet technology there should be good training. Nowadays verifying false facts from internet by itself needs continuous training”.*

It is supported by Griffiths, (2015) as he stated if journalists are trained adequately on how to use the internet for their job then they would be more productive. From this perspective the finding revealed that internet does not affect the quality of journalism but what could affect it is how much journalists know about it. Also from the study one can clearly understand that implementations of the internet as tool have become an essential aspect of news activity today. In this case the researcher agree with Aviles et al. (2004), as the scholars argues the new environment of journalism and the use of computers by journalists in the news broadcasting process have created a change in journalists’ practice and support journalists in their news production .

#### 4.7 The Internet as a source of new opportunities

From the above finding we can understand that just as journalists did during the earliest days of radio and television, they explore the internet learning how to find and present the facts in it.

In this finding according to table 8, it is possible to confirm that the positive perception of the internet in journalist’s daily practices of EBC, especially to factors related to speed, work enhancement and attaining journalistic goals. In this case, as Fenton (2010) supports cited in (

Ndeyang, 2017) for those who have the time to explore its possibilities, the internet is not just a machine demanding more and faster copy; it is also a means of improving the collection of information and greatly enhancing the quality of information gathering (Fenton, 2010, p,36).

The finding also revealed that if they stopped using the internet, as one can see in the table 8, speed in the process of newsgathering would be the most negative effect. Here, internet is seen as an accelerator of journalistic routines which gives journalists the opportunity checking facts, access to the source and getting ideas for news to enhance quality of news to their audience. In this case, Adigwe (2012) emphasized that the information and communication technology age has revolutionized information, news gathering, processing, storage, retrieval and dissemination by making information more accessible and relatively cheap.

Furthermore, Onyeizu et al. (2014) also affirms that the availability of information is creating better opportunities for journalists for checking material, finding alternative sources and improving the speed of work.

In general in this finding, majority of respondents reaffirm that internet technology influence news production in a constructive way.

#### 4.8 Journalists' perception of the use of internet on news quality

The implementation of the internet technology at Ethiopian Broadcasting Corporation led to completely new technical facilities in the newsrooms; therefore the physical structure and working environment changed significantly. This helps the organization maintaining an effective news-gathering operation.

Concerning the internet technology the position of journalists in EBC are positive. Bastos et al (2000) explains why a journalist accepts internet technology: the current technologies of internet make news gathering and production more efficient, faster and cost-effective. They add that these technologies also encourage journalists to develop new approaches to old tasks.

All respondents believe that internet came up with practical significant to their routine work. In their view, recognizing the importance of the development of new technological skills, they admit that the internet allows the development of new and better quality news production. By

this the researcher lead to agree with Deuze (1999) see in Bastos et al (2000) when he affirmed that the internet is changing the profession of journalism especially it offers the media professional enormous collection of resources and technical possibilities to work with. The scholar further mentioned that the impact of internet is the increasing trend among journalists to use it for research, interviews and story ideas.

It is obvious that internet platform such as e-mail is helpful to journalists in accomplishing various tasks in speedy time in contrary to those old times. Scholars agree that the internet is transforming the time limit that was exists among news organization journalists and the technology speeds up news gathering and dissemination of information in media house effectively. In this context, according to the finding, EBC journalists perceive internet technology as powerful tool to deliver their duties.

The relevance of defining internet technology for the media profession as a whole can be summarized and the researcher agree by quoting Pannu (2010) observation that:-

*“Journalism is carried out in specific institutional conditions, within tangible organizational settings and under particular technological conditions and the advent of cyberspace/ internet/ will inevitably impact on the factors which shape how journalism gets done - and may well even color how we define what journalism is (Pannu, 2010)”.*

## **Chapter Five**

### **Conclusion and recommendations**

#### **5.1 Conclusion**

This study exposed some of the numerous benefits and challenges associated with the use of internet in news processing in this media organization. This study concludes that internet has created opportunities for journalists for allowing wider sources and timely delivery of news. But to compete with its national and international counterpart internet must be used in its best quality in the organization.

This study reveals that journalists are aware of the influence of the internet; they use it and have some level of confidence in it because it can help them gain access to some information that can only be derived through the use of internet as a platform. Based on the findings of this study, it is evident that 100% of respondents are internet user. It was also revealed that (68.1%) respondents spends 1-2 hours in a day on internet. while, 53.6(%) journalists affirmed that they always use internet in the organization. In the same vein, 74.1(%) respondents get their reports from the internet daily. This indicates to a large extent that the journalists are familiar with internet. The finding also exposed that 88% of respondents believed that internet usage has improved the speed of news production in their organization and 80.7% of the respondents believed that internet improved quality of news. Furthermore, this research confirms, at EBC level, journalists and media managers positively assess the influence of the internet in major journalistic practices. In EBC newsroom internet is seen as a backbone of journalistic routines that gives them a chance to enhance their duty.

On the whole, EBC journalists do not perceive internet as being a threat to the quality of journalism and their assessment on the influence of internet is positive. In the finding respondents underline positive consequences of the internet, such as the access to wider sources, timely delivery of news and an improvement in the ability to double-check stories. On the other hand, they identify negative effects, such as the increased difficulty of distinguishing false and true content. However, in general they see internet as new journalistic possibilities to present news in immediate and they affirmed that news content nowadays determined by the availability of internet technology.

## 5.2 Recommendations

From the findings of the study the researcher notes that lack of training, the access of slow speed of internet, inadequate computers and others greatly impacted the positive influence of internet technology in news production in case of EBC. So before internet could be more effective in enhancing news processes in EBC, I therefore make the following recommendations:-

- The constraints as demonstrated in this study to news processing should not be neglected if broadcast industry must succeed or compete with its national or international counterpart.
- The media houses should take more steps into understanding the internet to further assist its application to speedy and accurate news production.
- EBC should give training for journalists on internet, because from the research it was exposed that the journalists do not get training. In this case, paying close attention to the human development is absolutely forgotten.
- In addition, it is crucial that EBC should equip the newsrooms with more computers and associate technology for use and quick access to the internet.

### 5.3 Further research

Recent technology changes in journalism have played a great role in shaping, designing and news production practice and process. This research, however, adds new perspectives in Ethiopia journalism studies concerning the relation between media and the internet. Moreover, it is only the first pillar of a broader and deeper study on the influence of the internet technology on news production in case of EBC. In this way, the researcher will suggest further study and research surrounding internet and news production practice.

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## Appendix - A

### Questionnaire

#### Addis Ababa University Graduate School of Journalism and Communication

Dear Sir/ Madam

This questionnaire is prepared towards conducting a MA thesis on the study of the influences of internet in news production in case of Ethiopian Broadcasting Corporation. Hence, you kindly requested to provide the appropriate answer for each of the questions by indicating as you think suits to your point of view on the items below. At this point I would like to express the information you provide will be treated confidentially and will be used for academic purpose only. Thank you for your cooperation.

#### Part I: Personal Information

Answer the following questions by putting an 'X' sign in the boxes given below.

1. **Age:**     15-24     25-34     35-54     55 and above

2. **Gender:**  Male  Female

3. **Marital status:**  Married  Single  Divorced  Separated

#### 4. Educational Background

Certificate     Diploma     BA/ BSC

M.A/ MSC     PhD

Others, Please Specify \_\_\_\_\_

#### 5. Area of specialization

Journalism and Communications     Language and Literature

Engineering     Natural Sciences     Social Sciences

Other (Specify) \_\_\_\_\_

6. Work Experiences in media house in years

< one year    1- 3 years    4-6 years    7-10 years    > ten years

7. Position .....

**PART II: Answer the following questions by putting an 'X' sign in the box given below**

1. Do you use internet?    Yes    No

2. How often do you use internet?

Always    usually    sometimes    rarely    Not at all

3. How many minutes/ hours/ you spend in a day?

10 minutes    20 minutes    30 minutes    1 hour    2 hours    >2 hours

4. Do you think the use of internet improves the speed of news production in your organization?

Yes    No    difficult to say

5. Do you think the usage of the internet improves the quality of news production, in relation to other methods?

Yes    No    difficult to say

6. How do you rate internet facilities in the newsroom?

Excellent    V. Good    Good    Poor    Very poor

7. How often do you get your reports from the internet?

Daily    Weekly    Monthly

8. Do you think that the internet come up with practical significant difference to your work as journalist?  Yes  No

9. To what extent do you agree or disagree with the following statement in relation to the use of internet to work enhancement and in attaining journalistic goals in your organization? Answer by circling the numbers given in the right side of the questions. the numbers represent:

1 = strongly agree 2 = Agree 3 = Neutral 4 = Disagree 5 = strongly disagree

<b>Internet important to:</b>	<b>strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>strongly disagree</b>
Checking facts	1	2	3	4	5
Updating Information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Getting ideas for news	1	2	3	4	5
Speed time to gather information	1	2	3	4	5
Disseminating reliable information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Getting news as soon as possible	1	2	3	4	5
Providing analysis and interpretation on complex issues	1	2	3	4	5
Identifying new trends and ideas	1	2	3	4	5
Investigating issues	1	2	3	4	5

10. Specify your position concerning the internet technology; **(tick under your choice) concerning the internet technology**

<input type="checkbox"/> Yes <input type="checkbox"/> NO <input type="checkbox"/> Doubt(Reservation)
--

1. Internet impact quality of news production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Internet impact the timely delivery of news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Internet enhance simplicity of job performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Satisfaction with level of internet technologies available in the newsroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Internet have the tendency to change the future journalistic practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. With regard to changes in professional identities, do journalists rate positively the changes brought by the Internet? Tick Yes or No

	Yes	No
1. The Internet makes it easier to double check information.		
2. The interactivity of the Internet makes journalism more trustworthy		
3. Distinguishing inaccurate information in the internet is as easy as elsewhere.		
4. The Internet threatens the quality of journalism		
5. The internet allows journalists to use different variety of sources.		

12. Are there any important issues which were not raised in this research questionnaire that you would like to comment on? -----  
-----  
-----

## **Appendix - B**

Interview questions for in-depth interview to media managers

### **Interview with Media Managers**

1. Do think journalists have adequate access, each to internet, in your organization?
2. How media managers perceive internet technology for news production?
3. What mechanism do you use in news verification for information obtained from internet sources?
4. Do you offer trainings on internet usage for news to journalists?

Thank you for your cooperation!

## Appendix - C

### FGD Questions framed to newsroom editors

Introduction

Number of participants \_\_\_\_\_7\_\_

Number of groups ----- 4

Time allotted \_\_30\_\_

Place of discussion office

1. How internet technology uses to enhance news production?
2. Are there the side effects of internet use for news production?
4. How far are you using the internet technology?
5. Do you think that the internet threatens the quality of news in your organization?
6. What is your perception concerning internet technology?

Thank you for your cooperation!

Appendix - D

ለቡድን ውይይት የቀረቡ የመነሻ ጥያቄዎች ትርጉም

1. ኢንተርኔት ቴክኖሎጂ የዜና አሰራርን ያሻሽላል ብላችሁ ታምናላችሁ?
2. ኢንተርኔት ቴክኖሎጂ ምን የጎንዮሽ ጉዳት አለው በዜና ላይ?
3. ምን ያህል ኢንተርኔትን ትጠቀማላችሁ?
4. ኢንተርኔት ቴክኖሎጂ የዜናን ጥራት ይጎዳዋል ብላችሁ ታምናላችሁ?
5. ለኢንተርኔት ቴክኖሎጂ ያላችሁ አተያይ እንዴት ይገለጻል?

## Appendix - E

### Participants in the in---depth interviews

<b>Numbers</b>	<b>Types of people</b>
<b>4</b>	News director (chief producer)
<b>3</b>	News team leaders (senior producer)
<b>3</b>	EBC News division head
<b>10</b>	