

**Social Media and Journalism: Journalists and Media Outlets' Use of
Social Media Networks in Ethiopia**

Ameyu Etana Kalo

**A Thesis Submitted to the Graduate School of Journalism and
Communication**

**Presented In Partial Fulfillment of the Requirements for the Degree of Master
of Arts in Journalism and Communication**

Addis Ababa University

Addis Ababa, Ethiopia

June, 2015

Addis Ababa University
College of Humanities, Language Studies, Journalism and Communication

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This is to certify that this thesis is prepared by Ameyu Etana Kalo, entitled *Social Media and Journalism: Journalists and Media Outlets' Use of Social Media Networks in Ethiopia* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Advisor_____Signature_____Date_____

Chair of Department or Graduate Program Coordinator

ABSTRACT

Social Media and Journalism: Journalists and Media Outlets' Use of Social Media Networks in Ethiopia

Ameyu Etana Kalo

Addis Ababa University, June 2015

The study aims at examining social media and journalism with particular focus on journalists' and media outlets' use of social media networks in the Ethiopian context. The network society, public sphere, and network(ed) journalism theoretical frameworks were used to inform the study. Both quantitative and qualitative research methods were adopted for the study where survey questionnaire, interview and observation were used as specific methods for gathering the data.

A survey questionnaire was administered to 145 journalists selected through a random sampling technique, whereas in-depth interview was held with 17 journalists, editors, and media managers working at three media institutions. Furthermore, an email interview was conducted with a media researcher. An observation was also carried out by the researcher for gathering firsthand information, and descriptive statistics was employed to analyze the quantitative data.

The finding shows that journalists use social media for various purposes, such as for getting a new idea, to stay connected to the world, for personal and professional development; however, journalists' use of the social media for professional purpose is marred with challenges. Their participation in discussion on social media is not as much of and they have no demarcation for personal and professional use of social media. The infamous traditional problem of journalists – self censorship, has migrated to online with journalists due to the new discourse of fear – surveillance and censorship. Hence, journalists kept silent, mainly, consuming social media contents while media outlets provide. As off line media outlets are not encouraging journalists to use social media, the journalists are forced to adopt a dual identity: one identity for the social media and one identity for the mainstream media.

The study also reveals that although there were differences in the use of social media among media outlets, they were not exploiting the opportunity as they ought to have been owing to various problems. What is more, the study shows that the rise of social media is posing a serious challenge to state-owned as well as private media institutions in Ethiopia. On the basis of such findings, the study has suggested pertinent recommendations with the view to coping up with the fast changing global media landscape.

ACKNOWLEDGEMENTS

First and foremost, my acknowledgment goes to the Almighty God for His help, abounding grace and love. I cannot thank Him and praise Him enough for everything Him has done for me.

I must take a moment to extend many thanks to my advisor and my mentor, Dr. Abdissa Zerai, for the invaluable guidance and the academic freedom he has generously provided. He has made himself available at the time of my need and shared his intellectual wisdom with his friendly approach. He has been forthcoming in providing with straightforward comments; the warm welcome he has often extended to me has always served as source of energy for me. It has really been an honor for me to have his trust and confidence. I thank him for keeping my mind active.

I would also like to extend my heartfelt gratitude to Dr. Negeri Lencho and Dr. Zenebe Beyene for their generous help and for providing me with materials I needed. My tribute goes to other professors at the graduate school of journalism and communication of the Addis Ababa University as well for treating me like your son, your student and a young journalist.

I am indebted to Ulrika Hedman, Megan Knight, Dr. Terje Skjerdal, and Dr. Birhanu Olana for their professional generosity. There are also others who took the burden of sending me latest books, academic journals and personal documents. I really have a lot of respect for them. I wish I could thank you all in person for your efforts have made a visible difference.

My great respect also goes to my families. It is always a pride to live in a family that values education. My unreserved appreciation goes to you for being my sponsors and my true friends.

It is with immense pleasure that I thank journalists, editors, media managers and staff at the Ethiopian Broadcasting Corporation, Fana Broadcasting Corporate, and Oromia Radio and Television Organization. I thank you for showing me what a true friendship is. Had it not been with your help, I would not have gone this far. This study would not have been possible without the help of the media organizations. Thus, my especial tribute goes to these institutions as well. I am greatly indebted to all those who have helped me in this momentous journey.

I will never forget the agora at the upstairs of Nelson Mandela, our class. I will truly miss my classmates: Dani, Abdu, Wende, Gelana, Tufa, Bedada, Mesi, Mule, Moke, Desse, Minychle, Gaze, Ato Girma, Endalk and Abdi. Although we were only sixteen, sure enough, we were beyond that.

Lastly, I am grateful to have included my name among scholars who have provided their brain child so as to see a vibrant media environment for journalists in Ethiopia.

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CHAPTER ONE: INTRODUCTION

1.1 Why Social Media: A Personal Account

Although I quit a job I esteemed most for school as early as December 2013, I have never had a difficulty of meeting my audiences I used to discuss with when I was a journalist. They would ask me for up-to-date information even before it broke on media, would send their opinion about what they want to listen and curious to know via Facebook and other social media they had access to. I would try my best to let them know as much as I can. This always makes me feel as if I didn't give up my job. This was possible because my audiences and I had a media of our own in which we discuss on issues that matters the most to us. This whole exercise has been a reality to the existence of social media which many of our seniors had no access to and as a result of which they did not enjoy such wider exposure to audiences.

I thought that this is expected from a journalist of this time. But I am mistaken as some of my colleagues hardly do the same. Some others do ignore such audiences to the extent of making them unfriend on social media networks. Even others (editors) do strictly prohibit us from using Facebook, YouTube, Twitter and the like, in office where other colleagues are awaiting for their turn to use computers. Being on such social media networks is safe only after we are done with our tasks. There are even instances where Facebook was blocked in the studio with the justification that journalists don't pick up a phone from audiences if they are on the social media. In contrast, other journalists, mainly those who deal with talk-shows, entertainment and sports use several contents of social media. They mainly use it after sifting through. Frankly, entertainment program producers get many angles from the social media, and they often receive praise whenever daily briefs are conducted.

We all knew we couldn't have a say on sensitive issues on which our station takes a stand, but some of us sometimes would deliberate on Facebook and other sites, whereas others would be keen to discuss (offline) it in café. However, mostly we were a source for breaking news for those who were not active on social media networks. This came to be natural in a station I used to work at.

The diverse use of social media holds true for media institutions. I didn't consult the media institution I worked at when I created a Facebook page for a talk-show I used to host to post

different pieces of information even before it would break on media. I sometimes would post a noble idea that I thought was worth discussing so as to keep my audiences active. As a good practice, my other colleagues and I were often told to announce the Facebook page of the station whenever we were on the air. Even with such positive experience, the station would highly be keen to control what was on air than what my colleagues and I posted on the Facebook page and groups we had created. This shows that journalists are ahead of the media institutions in using social media although they are not encouraged for doing, but often get blamed for it if they are caught chatting or watching while on duty.

1.2 Background of the Study

Today, more than ever before, citizens are communicating without delineation of boundary, language, culture, citizenship and others through the giant hollow of information, the social media. Above all, the rise of social media gives power to the uninformed mass, pledge them an option to voice their concern and to expressing themselves freely than which traditional media couldn't allow them to do. Globally, this has happened with the advent of new media (Williams, 2003). The advent of internet is shrinking and lessening the world we live in, in a manner that was never seen before. Furthermore, of all the recent technologies it is the social networking that got hype much despite its young age and becomes a “global phenomenon” (PEW, 2010:01).

Likewise, though the internet penetration in Africa is low, as low as 18% (Freedom House, 2014; We Are Social, 2014), Africans are greatly joining online discourses on the digital media landscape. This is due to the fact that the ever increasing use of internet accessed mobile phones (Powell III, 2012; Balancing Act, 2014; UNECA, 2014). Balancing Act report (2014: 12) puts that “over five years Facebook has grown from practically no users in Sub-Saharan Africa to become the most widely used social media platform.” Twitter, YouTube, LinkedIn, Google+, Foursquare, and other locally developed social media networks are also embraced by Africans (Portland, 2012; UNECA, 2014). Trends show that Africans' are becoming adept at the use of social media and its usage is increasing than any other regions of our world.

Basically, it was young Africans who are believed to use social media to join the global village. However, this time, several African Leaders and high-profile figures are embracing social media. It is widely used as a tool for diplomacy, public relation, marketing and business as well. This

has increased the interest of major internet companies and service providers of our world to make Africa their next market. Until now, Facebook and Google have begun serving in indigenous languages (UNECA, 2014). And several others are showing out of the ordinary interest on the increasing number of internet users of the continent.

As a result of this, Southwood (2014:313) claims that Africa is “a cockpit for change in terms of the global digital divide.” This has to influence and bring many new trends. Van Dijk (2006) argues that networks are becoming the nervous system of a society and it would have more impact on entire life of a society than did the construction of roads in the past. As a matter of fact, this is clearly shown in Africa where social media played a crucial role among other factors to bring a political surprise in 2011 (Khondker, 2011). And this continues to shape the political and socio-economic relations of young African citizens (Bohler-Muller and Merwe, 2011; Olorunnisola and Douai, 2013; Kalyango and Adu-kumi, 2013). Above all, the rise of social media networks confers a big power for Africans, who have suffered from digital divide and want to write their own story than being told by others for decades (Jamme, 2011).

Obviously, if a society evolves, a profession to serve them needs to reconsider itself. Thoughtfully, this has a message to journalism profession since it is about serving the people. Although it is not easy to come by, among the recent phenomena that puts journalism in stress is social media. It is pushing journalism to shape its feature and re-evaluate its closed professional culture.

The ever-increasing influence of social media is inviting several media scholars for attention while shying away from other old concepts. Generally speaking, intellectuals are enmeshed in discussion on social media. For it is an emerging study that has happened to be new in academic world, social media is seen as either a threat or a supplement of the journalism profession. Suffice to say, the last decade has seen a dramatic change in journalism worldwide owing to the emergence of the social media. No one has ever thought this would happen a decade before. Nor can one predict what would happen a decade after. However, by now, as studies and realities illuminate, the impact of social media on journalism is noticeable.

Social media networks, which basically developed to maintain relationship with like-minded friends later on, complicated the very nature of journalism. This is due to, the ever interconnectedness of audiences all over the world and the power they came to share -

information. Appreciably, if audiences are migrating to social media for it is the new culture, it would be a duty of journalism to go there, where audiences are – cyberspaces. Picard (2009: 17) puts exactly “the mantra for news organizations is to be anywhere, anytime, on any platform.” Indeed, it brings “greater depth and breadth to journalists work” (Ludtke, 2009: 05).

According to Belair-Gagnon (2012), globally, it is following 2005 London bombing attacks and during other big events like 2008 Mumbai terrorist attacks, the 2009 Iranian election, and the 2011 Arab Spring that social media used as an essential tool in the BBC news journalism. A similar situation is true for Aljazeera during the 2011 Arab spring that makes it a media of choice than older global media institutions. In fact, social media brought “shift in media power” (Bossio and ElGhul-Bebawi, nd).

Suffice to say, Mugira (2009) was prescient that with new media, journalism is no longer a sermon, but rather interactive as audiences will develop a stake in the gathering and distribution of news. This is due to the fact that the very nature of social media fits the character of modern age society (Taprial, and Kanwar, 2012). This idea could guide us there shall be a new partnership between journalism and owners of social media - the audience. In other words, there shall be a synergy between the fourth estate and fifth estate (a new name given to social media). Alejandro (2010:12) further explains the point as follows:

Media organizations do not have the monopoly on journalism anymore. The face of the competition is changing. In less than a decade, the likes of Google, Facebook and Twitter are competing with the New York Times, the Guardian, CNN and BBC as the news outlet of choice. Television still leads the race for now, but for how long?

Many intellectuals who are studying the role of social media in journalism are coming with the terms like, “social journalism,” “network(ed) journalism,” “reciprocal journalism,” and “liquid journalism.” These terms describe exchanges of ideas between journalists, sources and audiences on social media networks. Social journalism is simply “a combination of social media and journalism” (Harper, 2009: 10). It is a concept that recognizes the role of audiences in news production and journalism. In other words, it is about enhancing participatory journalism. Thus, journalists use social media not merely for dissemination but for production of news and programs too. In short, journalism is becoming a social networking by itself for the fact that it is involving journalists and amateurs. Hence, the new attention is how to sift fact from fiction on

social media. As a result, media institutions like APA, Reuters, BBC, CNN and other regional media organizations began to produce social media guidelines for their media and journalists. In the same way, some media institutions in Africa, mainly in South Africa, had the same experience back in 2008 (Stassen, 2009). I.e. *News 24*

There is little research on how mainstream media in Africa are practicing new ways of professional work with the changing technology (Atton and Mabweazara, 2011). However, the essential role of social media is flourishing (Paterson, 2013). These studies show that the use of social media for journalism in Africa is facing several problems: poor telecommunication infrastructure, and internet connections despite the increasing number of users. Although these problems exist, Mudhai (2012) posits that mainstream media in Kenya are struggling to compete since the social media becomes a discussion arena as things unfold.

Seen genuinely, several researches conducted on social media in Africa focus mainly on few nations like South Africa, Nigeria, Kenya, Zimbabwe and Egypt. In most cases Ethiopia is not included owing to factors like, probably, the level of internet penetration, the development of media, the status of academic institutions and the absence of think tanks as well.

1.3 Statement of the Problem

The concept of social media is a concept that is evolving. As a result, it has diverse definitions in and out of academic institutions. According to Mayfield (2008: 05), “social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics: participation, openness, conversation, community, and connectedness.” For the purpose of this study, social media networks (SMNs) is defined as a set of online or web-based tools, platforms, services, applications, and websites that allow users (either organizations or individuals) create, engage, search, rate, and share digitalized contents in such a way interact in a two way communication. This horizontal communication is possible on computers, smartphones, tablets, or networkable televisions. Forms of social media mainly include Facebook, Twitter, Blogs, LinkedIn, YouTube, Google+, Flickr, Pinterest, and RSS Feeds.

Previous studies show that media outlets and journalists use social media for different purposes. Media institutions use social media to improve their relationship with audiences and to distribute their products (Hermida, 2010; Pew, 2011; Phillips, 2012). Some others use it to ignite audiences

for participation (Hermida, 2009). The social media networks are also used as a source of information (Broersma and Graham, 2013), and even as a “beat” too (Broersma and Graham, 2012). For this, many media institutions are hiring social media editors who are active on 24/7 basis. Whereas, journalists use social media as a reporting tool for breaking news (Vis, 2013). Others use social media for crowd sourcing, contacting sources, branding and to build social capital. Nicely, Chinese journalists use social media to play their watchdog role (Bei, 2012-13). South African journalists’ Twitter network is enhancing the role of journalists in open deliberation and democratic decision making (Verweij and Noort, 2013). Nwammuo & Ekwugha (2013) find out that the type of new media Nigerian journalists are using and the challenges of making use of them. In the next door Kenya, a study find out that journalists’ commonly use Facebook and Twitter as a source of information and to remaining relevant with breaking news. They do believe that social media has an impact on mainstream media for the fact that it relay information faster than mainstream ones (Tomno, 2012).

As the Ethiopian government claims to be building a democratic developmental state, media puts high premium on development than democracy (Abdissa, 2014). Lamentably, democracy gets focused once in a while, when an election comes (Negeri, 2010). With such circumstances, like it was during the previous regimes, the press is wandering with who is in power (Shimelis, 2000; Skjerdal, 2012; Meseret, 2013). According to Mohammed Keita (2012), this is due to the fact that “always development in Africa is happening at the expense of press freedom.”

Previously, it was believed that Facebook and other social media platforms would provide a free environment for journalists in Ethiopia. However, it seems far from happening owing to several factors. As an example, during the recent controversial master plan of Addis Ababa many journalists have changed their account name to conceal their identity. It was challenging to know who is chatting to whom. This is mainly to distance themselves from surveillance. According to CPJ (2014) report, Ethiopia’s rank shows that it is only behind Eritrea. CPJ also revealed that out of imprisoned journalists worldwide half of them worked online and accused of being anti-state. This includes bloggers and j –bloggers (blogger journalists).

The social media landscape in Ethiopia depicts the ideologies which are ignored on mainstream media. Indeed, it is full of counter narratives and the animosities were for the most part reflected. It is full of politically active citizens and critical Diaspora. In Ethiopian social media

sphere, it is not media or working journalists, but activists that are shaping the mental horizons of quite thousands of uninformed mass. They set agenda and invite discussions on critical issues, which traditional media couldn't provide in its timeline so far. The comments and arguments largely show that citizens are active enough to engage on discussions on issues that matters to them most. As a result, it is common to listen to people saying "Oh! I saw on Facebook ...what is new today? Have you logged in?" It is the rise of social media that appeared to be ubiquitous in the day to day life of the public. Due to this, many have taken to using social media as their preferable media platform for source of news and information in Ethiopia (Sileshie, 2014).

There are few media institutions which make use of social media networks but not regularly. At the same time, several accounts of media institutions are widely seen on social media. For the most part, it seems, they are not active in engaging citizens. The use of social media by journalists is not consistent as well. When critical issues come some keep themselves away whereas, others keep involved in social media with different accounts. Even there is a moment in which a journalist is told to stop writing on social media on issues that go against the mission of the station. Some journalists share their media contents and engage in discussion with citizens. Obviously, others engage in trivial issues.

At this new sphere, mainstream media and its products are, by and large, discredited and framed negatively. Hence, with lack of democratic political culture, trust deficit and the polarized media sentiment on social media to this end is visible. In practice, there are a small number of reports by mainstream media which depicts social media as preaching "baseless information." Promisingly enough, it is easy to see news that comes to mainstream media (mainly pro-state), mostly as a counter attack, after social media users had digested it well and developed a stance. This has the power to kill the credibility and the democratic forum role of media.

In Ethiopia, several academic findings, reports, and literatures claim that the status of press freedom is low since it rollbacks as the year wore on from what it was decades before (Zenebe, 2011; Mushe, 2014; HRW, 2015), media is polarized between state and private press (Shimelis, 2000; Aadland and Fackler, 2001; Stremlau, 2011), and media is oppressed and the government is characterized by tight control on news and information (Ross, 2010; Birhanu and O'Donnel, 2012; Meseret, 2013; Gagliardone, 2014). In addition, journalistic professionalism is low

(Getachew, 2003; Skjerdal, 2008; Berhanu and Skjerdal, 2009; Birhanu, 2014; Amare, 2014), media as a market place of ideas is overlooked (Skjerdal and Hallelujah, 2009; Skjerdal, 2012), alternative media is infant (Berhane, 2002), and internet provider is meager, under government monopoly and it is blamed for it is adept at surveillance and censorship (Infoasaid, 2011; Abebe, 2014; ITU, 2014; HRW, 2014; CPJ, 2015). However, promisingly, internet users are increasing, social media is blossoming, activists and citizen journalists are rising. The professional or personal use of social media among journalists, for what and how they use social media, how common is the use of social media among journalists, whether it impacted on their traditional role of journalism, what challenges they face, and media make use of social media in Ethiopia as well are yet uncharted.

Previously, Tesfaye (2013) examined how Facebook served as an alternative political forum and Mebratu (2014) studied social media usage of higher education students'. However, Social media networks have increasingly drawn the attention of scholars, yet to the best of the researcher's knowledge, there are no academic studies that have dealt with social media and journalism in Ethiopia. Therefore, with the diverse features of Ethiopian media landscape, studying journalists' and media's usage of social media networks is worth undertaking.

1.4 Objective of the Study

The general objective of the study is to examine journalists' and media's use of social media networks in Ethiopia.

Specifically, the study intends:

1. To explore what journalists in Ethiopia use social media for.
2. To find out the extent to which journalists use social media for journalistic purposes.
3. To assess media outlets use of social media in Ethiopia.
4. To analyze the impact of social media on the Ethiopian media landscape.
5. To investigate the potentials and challenges of using social media for journalistic purpose in Ethiopia.

1.5 Research Questions

The study intends to answer the following research questions:

1. What do journalists use social media for in the Ethiopian context?
2. To what extent do journalists use social media for journalistic purposes?
3. How do media outlets in Ethiopia use social media?
4. How does the social media impact the Ethiopian media landscape?
5. What are the potentials and challenges of using social media for journalistic purpose in the Ethiopian context?

1.6 Significance of the Study

The influence of social media is popping up in every discipline. As many scholars note, the rise of social media brought a global impact on media, communication, politics, human rights, sociology, and social work disciplines. The impact goes to marketing, business, advertising and public relations as well. However, of all disciplines, it would be said that the impact of social media on journalism profession is enormous. This would be worth noting, especially, where Ethiopia's professional journalism culture is low.

However, there are hardly any researches on social media in Ethiopia. Therefore, by and large, the significance of conducting this study is that it will contribute to the very rarely studied area in the sense that it could serve as a springboard, especially for those who would have an interest to study social media and journalism in the years to come. Hence, the many opportunities for the further research would be one of the contributions of this study.

This study would also be helpful for journalists, media managers, policy makers, researchers, online experts and media critics, both in the country and abroad, to have an understanding of the status of social media and journalism in a democratic developmental state of Ethiopia. Above all, it would provide a direction for media organizations in what way to join a networked global media environment. This in turn would increase the media's role as a public forum, boosting their ability in such a way to effectively discharge their responsibility. Last but not least, the study will benefit the constituents of the media and invite new experts and job seekers to the area.

1.7 Scope of the Study

The scope of the study is limited to journalists in three media organizations including the three media outlets. The media organizations are both from the state or government media (Ethiopian Broadcasting Corporation and Oromia Radio and Television Organization) and private media (Fana Broadcasting Corporate). Any journalist who works in any of the three media organizations would have a greater chance of being included in the study. Thus, it is limited to the three media organizations and journalists working in these organizations, and their use of social media networks.

1.8 Limitation of the Study

One of the limitations of the study has to do with the paucity of academic literature on social media. The low understanding of the concept of social media and what impact it would have on journalism profession might have put its own constraints on data collection. Obviously, many would see social media networks merely as a chatting rather than other spaces for serious journalistic work; and such perceptions might have had their own influence on the participants' reactions. Obviously, finance, time and bureaucracy in the media stations could be taken as limitations.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Conceptual Explication of Social Media

Social media is a difficult concept to define with a couple of words alone as diverse views are forwarded by different scholars. Simply put, “social media is the media we use to be social. That’s it” (Safko and Brake, 2010: 03). However, it is not merely this. It involves other related connotations as well. Social media is individuals’ activity and practice on media that enables sharing. This includes the cultural product and the relationship among the users. In defense of this, Howard and Parks (2012) define that social media consists of tools, contents and those that produce and consume the digital content. As a result, social media is not merely application or social networks, but the interconnected entities that are to produce and consume and the related characteristics. Michael Mandiberg contends that the concept of social media has a lot it takes with several related concepts:

the corporate media favourite 'user-generated content,' Henry Jenkins' media-industries-focused 'convergence culture,' Jay Rosen's 'the people formerly known as the audience,' the politically infused 'participatory media,' Yochai Benkler's process-oriented 'peer-production,' and Tim O'Reilly's computer-programming-oriented 'Web 2.0' (Mandiberg, 2012: 02).

2.1.1 What is Social about Social Media?

The very thing that makes social media social is its nature of enhancing relationships, enabling education, and sharing of knowledge, opinion, and anything else. Social media is social because it provides sharing dreams and feelings of what words to mouth is doing to online communities. In such an interactive and engaging way, trust will evolve and sociality will develop. On the other hand, the changing social interaction because of the advent of social media can be a good example to see the social power of the social media. It is a space for social interaction and things are all about interconnectedness.

Given that social media is the space to meet friends and people, they advance human relation to justify the people are social beings. As result, the name social is very revealing to define social media. After all, it is like-minded individuals that engage in such a way and form social. From the onset, ‘social media are inherently social; meaning that beyond a particular proprietary tool,

there is very social content'' (Howard and Parks, 2012:362). This is for the fact that peoples are at the heart of contents in the social media.

The social nature of media or sociable media backs thousands of years with the advent of letter writing, however, social media sites enhance this social relation (Donath, 2004). As it were, today's social media are spaces to meet friends and to meet people in such a way advances about human relations. However, Trottier and Fuchs (2015) argue that any form of media are social because they store and transmit human knowledge that are products of social relations in a society. These scholars take on more theoretical to the concept of social. Alongside theory, there are forms of sociality: information, communication, collaboration, and community to relate to social media (Fuchs, 2014).

2.1.2 Historical Overview of the Social Media

Although social media networks are not just new phenomena, it is in the last decade they have penetrated much in people's day to day life. This is due to the fact that the increasing number of social media has invited billions to join the new platform. Scholars contest on the exact history of the social media. Marrouat (2013) argues that social media is as old as *Compuserve* in 1969. However, other scholars site the history of social networking with the advent of *SixDegrees* back in 1997 (Boyd and Ellison, 2008). Auspiciously, since then hundreds of social media networks have shown themselves and still popping up with new choices and applications.

2.1.3 The Characteristics of Social Media

The social media can be defined by the characteristics of 'participation, openness, conversation, community, and connectivity' (Hermida, 2012:311). These features or characteristics of social media show the powerful nature of the media over traditional media. They are incongruent with the networked society (global modern society) that is why they are mutating strongly. On the other hand, Taprial and Kanwar (2012) stated five distinctive characteristics of social media.

Accessibility: social media is easily accessible, takes no or low cost to use. It is easy to use and connect with others as well.

Speed: the content once published will be visible to all connected communities. Not only publishing responses are not delay– they are near instantaneous as well.

Interactivity: social media offers a two-way or more communication. Users interact with each other; ask questions, comments, share, offer the other version of viewpoints and others.

Longevity/Volatility: owing to the nature of the medium, social media content remain accessible for a long time. It can be updated any time as well.

Reach: should the tribute goes to the internet, anything put on social media can reach anyone crossing social interaction of the yore limited by cut breaks.

2.1.4 Types of Social Media

A range of types or forms of social media that exist on the Internet are ‘Magazines, Internet Forums, Weblogs, Social Blogs, Micro-Blogging, Wikis, Podcasts, Photographs, Videos, Rating and Social Bookmarking’ (Taprial and Kanwar, 2012: 30). Whereas, Kaplan and Haenlein (2010) in their widely cited journal classified social media in six broad types; collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. YouTube, slideshare), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life). The social media tools are mutating though, the most famous known worldwide are numbered. As a result, the most common will be discussed here:

Facebook: began in February 2004 and open for public in 2006 though, it is the leading social media with the number of users. For the fact that it provides several services on the same platform, many are embracing Facebook as their best social media.

Twitter: created in March 2006 this micro blogging service let users use 140 characters to send a message. Micro-blog is the latest development of blog. It is highly embraced by media outlets and the critical mass for fast information delivery.

Blogs: it is a contraction of the term web blog. Blogs traced back to 1990s and are popping up as an alternative media. Diary turned interactive website, blog, enables the public to own its website for opinion, daily experience and thought. It allows for a conversation.

YouTube: Came to the sphere in 2005, YouTube is the leading video service on the internet that challenges the use of VCD/DVD. It gives a chance to anyone to upload video in such a way

anybody could access and comment under. It is this social media type that serves footages a lot for mainstream media organizations during protests.

Wikipedia: an open webpage for all to edit and produce contents online, Wikipedia is embraced by a lot of users for the fact that it provides digested information. It is called the most democratic forum by most for the reason that is free from advertising.

LinkedIn: launched in 2003, it is the biggest online professional network. This makes it different from other social media types. It is serving as networking role for professionals and to those who look for them.

Google+: with Google plus Google make its latest effort to join the social networking space after a try with Google Wave, Buzz and Talk.

2.2. Social Media and Journalism

The fact that journalism is a profession to serve the people makes it appealing to the changes that come regularly with the society. Due to this, journalism is a profession that continuously reinvents itself with the changing trends (Deuze, 2005). Deuze proposes that five fundamental distinctive values could well describe journalism's ideology: public service, credibility, autonomy, immediacy, and legitimacy. On the other hand, social media is a platform that is too young, but has yet brought a global impact. However, such kind of challenges to journalistic norms are not new as the profession has debated on "commercialization, bureaucratization, 'new' media technologies, seeking audiences, and concentration of ownership" (Deuze, 2005: 447).

Despite its young age, social media has questioned the status quo of journalism. Several scholars who studied the century old and the emerging platform have spell diverging views on the impact of social media on journalism. These include seeing either social media as a threat or an opportunity for journalism profession. Scholars like Deuze (2007) and Shirky (2008) spell that social media put the profession of journalism to death, whereas Harper (2009), Belair-Gagnon (2012) and Hermida (2012) argue that social media has just merely raised a question on the status quo of journalism as it shapes and transforms the discipline. They stressed social media is shaping journalism. It has changed the way people communicate and the way information is

produced, consumed and distributed. Oppositely, Dimitrov (2014) asserts that journalism will survive with its professional status in the age of social media. Supporting Dimitrov views, Huffington (2008) adds that where social media is rising “will not only survive, journalism will thrive.” Self-assuredly, Tomno (2012) claims that social media has been named as “golden age of journalism.” By the same token, Newman (2009) and Montgomery (2014) contend that social media is not replacing journalism rather it offers an opportunity for the profession. For them, social media has brought additional platforms to provide information, to ignite discussion and to communicate easily with news and information consumers. Or the emergence of social media is a new challenge for journalism per se (Watt & Allan, 2013).

It is not long since social media and journalism started battling to secure a better position in the life of the modern society. Although, scholars argue differently on the level of impacts of social media, however, they agree well on the impacts social media has brought on journalism profession. It is due to this fact that journalism is increasingly taking social media presence. This is in order to practice the profession of journalism on social media in such a way to remain serving the public with verified information. Hence, discussing with the people and engage in partnering the public on the new sphere is the new creed for journalists (Fancher, 2009). Public partnership being the new journalism will help journalism regain the public trust that has been lost in the last decades. It is with the new culture of journalism that social media serve as a way to get back to audiences to be “considered relevant and value creating” (Skoler, 2009).

The collaboration and engagement with the public would enable the existence of journalism in the age of social media. It would increase the servicing role of journalism as well. A scholar named Jeff Jarvis argues that the one-way flow of news and information until now was merely a result of the limitations of production and distribution (Beckett, 2008). He argues that news should be a conversation between those who know and those who want to know. When news and programs are produced with the cooperation of audiences their depth and the level of creating meaning increases than that of a single journalist’s product. Benkler (2006) puts that the production of meaning is shared and radically decentralized. As a result, emerging models of information are taking “an ever-larger role in how we produce meaning—information, knowledge, and culture—in the networked information economy” (Benkler, 2006:33).

2.2.1 The Impacts of Social Media on Journalism Profession

Almost for a century, the profession of journalism has developed a closed professional culture. The top-down information flow proved that journalists and media institutions are the only one to decide what to read, listen and watch. Source selection, framing issues and distribution of news and information are decided under the directive of media organizations. Above all, the control over news and information had helped media outlets to own the great power for long. However, social media which was assumed to enhance relationship between individuals suddenly push journalism jump in to cold water.

As a result, although improved gradually, at the beginning scholars were confident to say social media turns journalism on its head. The monopoly of journalism stayed for long is challenged with the outbreak of social media networks that let the people publish their own information. Thereby, gate keeping role and agenda setting functions of the media have come to be a moot question. Audiences' are no more to wait morning news papers or television sets for breaking news. The way institutions engage audiences is changing as well. Above all, in contrast to traditional journalism's lecture, there comes a conversation. Researches show that social media has come to stay which in turn pushes media institutions look for presence in the new platform.

However, this doesn't mean that media organizations embrace social media soon. The attitudinal change of media organizations to work on social media comes gradually even in countries known to have a vibrant media (Newman et al, 2012). It is by then scholars began critically discussing to save journalism which is a base for democracy. While studying they identified what impact social media has brought on journalism profession. Hermida (2012) identifies the major impacts social media has brought on journalism as follows:

- 1. Gathering the news:** journalists have been taking social media presence to find stories, sources, and ideas in such a way to get a different perspective. Turning to audiences has in turn empowered them not just as "news sources, but as news sensors" as well. Mainly, social media sites are widely used for breaking news – disaster, terrorist attacks - as journalists cannot be everywhere. Thus, social media networks have become part of news gathering.

2. **Reporting the news:** social media has enhanced reporting while enabling to report as things unfold with the witness account across boundaries. This includes reporting timely information from the court room within a fraction of seconds which wouldn't be possible otherwise. But this doesn't mean that things merely end once discussed on social media, rather the journalists' new role of curation will continue. However, for the most part, as studies show media organizations and journalists are yet to tap the potential of social media as they are not engaging well on discussion with audiences online.
3. **Recommending the news:** social media has pledged news rooms to promote their products. This happens as they recommend the news with a link to the website of the news outlet. Journalists and editors also use it as a promotional tool. This widens their audience reach and helps build their brand. However, this also gives a right to audiences to navigate the news; either to continue with the link and recommend the news to their friends. Thereby, the gate keeping function of the media is challenged. This is due to the fact that, friends on social media take the role of news editor while keep on recommending what is important and interesting to their friends in such a way inviting them to read, watch or listen. As a result, Hermida argues that social recommendation declines the relationship between consumers and producers of the media. In fact, it is widely seen that many users believe they get immense information from social media than if they depend on traditional media.

In addition, Hermida (2012) contends that the rise of social media has a consequence on the editorial and ethical standards of traditional journalism. He puts three challenges:

1. **The process of Verification:** the use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism's principles. And this has the power to cost the big asset of media organization- credibility.
2. **The Interpretation of Objectivity:** objectivity, one of the key values in journalism gets challenge with the use of social media. Thus, media organizations are drafting social media guidelines to fight partiality that has come with the use of opinions by journalists on social media networks. Thus, journalists are getting hardened on the very social nature of social media.

3. **The Professional/Personal balance:** either to use social media for personal or professional purpose is igniting a debate among scholars. News organizations and journalists are developing frameworks to negotiate the hazy line between the personal and professional use of social media. However, news organizations have varied viewpoints towards this.

Seen broadly, the impact of social media is immense. Harper (2009) argues that social media has come to center three basic areas within journalism; public's trust of the media, the value of local news organizations, and the way news is covered with the help of social media. The global impact it has brought, with the study of scholars, has to awaken many unseen trends in the years to come. Due to the fact that it largely seems that social media has come to stay, thus the influence of social media on journalism will continue. This would be visible as in changing journalism, "journalists are themselves engaged in forming and shaping norms of acceptable, and accepted, professional practice of social media" (Hermida, 2012: 325).

2.2.2 Who is a Journalist in the Age of Social Media?

Journalism is transforming itself in this age of social media. So do journalists to serve the people in such a way to address the democratic role of journalism. The definition that says a journalist is an employed person in a media institution is no longer working in this age. In the age of competition from bloggers, citizen journalists and activists, who would be the professional journalist that keeps on securing its position? Who ought to be considered a journalist in an age when anybody can publish and distribute news? A mere employed journalist or a journalist who best fits the era journalism is engage in? There is a debate between scholars, however, all agree that the journalist in digital age should be well equipped with professional and the new model of journalism which makes it busy than ever before.

Therefore, the question goes: who is a journalist in this age of social media? Who can claim to be a journalist? Alan Knight claims that a journalist in this age would be a trained journalist that embraces the new technology. For Alex Gerlis this is a different story. He argues that anyone and everyone can be a journalist, but it only depends on the product it would provide. He stated that professional standards are still vital for a journalist. Whereas, Cherian George contends that citing professional standards to identify journalists from non-journalists is problematic as value driven journalism exists (Knight, 2008). On the other hand, Gant (2007) strongly argues that all

social media users are journalists now citing the press freedom is not merely for those who own media, but also to those who use digital networks and digital products since they are equally providing news and information to the world. Although the debate continues, always there needs to be flexibility for a journalist. This worked when several technologies that have come so far challenged journalism.

As a result, the journalist in this age of social media shall have the perseverance and ability to work with audiences in the making of news. This means there is a new role for the journalist in the age of social media. Put crudely, a journalist in the age of social media is someone who championed social media and make journalism better does service the informing role while basing itself under professional standards. This can be better explained in a time in which journalists are important to verify and provide fact and accurate information so as to help people develop an informed decision in their day to day life. But this does not ignore the benefit of bloggers and citizen journalists have over cyber as they based themselves on transparency and subjectivity to develop trust among the public.

Embracing social media by journalists is not a mere must in this age, but a big benefit to media institutions as well. This is due to the fact that the social media has come when media institutions playing great effort to hook the attention of audiences in a media saturated time. Therefore, social media has created a best opportunity to better off connect to audiences. Hence, not only media organizations are getting digital in this age, but so do journalists.

2.2.3 The Revolutionized Audiences in the Age of Social Media

Journalism is about building a community and having organized people's knowledge in such a way people better organize themselves. Thus, journalism plays a networking and wiring role of people's knowledge. However, owing to the rise of social media the people are better connected to each other albeit the organizing role of journalism is yet vital. On the other hand, this does not undermine the power of the people that suddenly came with the power they have come to share-information. In his widely cited book, Dan Gillmor (2004) asserts that in the networked era journalists and media organizations must understand there should be a stake for audiences to play in the news-making process. He contends strongly that audiences know more than journalists or media organizations do. This must be seen as an opportunity than as a threat. This is for the fact

that audiences are getting limitless information from diverse directions that enable them practice news judgment.

Today, when media organizations evolve with the changing environment, so too do audiences. Thus, not only media, but audiences are also in revolution. Technologies are undermining traditional structure of media while providing alternative approaches, but are fragmenting and empowering audiences more than ever before (Napoli, 2010). Today's audiences are not merely consumers of news, but producers and distributors as well. It is with the active involvement of audiences that news gathering and distribution is decentralized, thus pushed journalism to be more like seminar and conversation than a lecture (Gillmor, 2003). This can be well understood by questioning who reports protests? Journalists or citizens? For the most part, mainly where journalists are prohibited to cross a boundary it is audiences who serve the footages to mainstream media. Thereby, social media engaged the disengaged one in producing news in such a way enhances participatory journalism.

Previously media organizations look for audiences to come to them, but this no longer works. In this age, Li and Bernoff (2008) argue that the most powerful force on the internet are people. This is due to the fact that they get empowered with technology. Even in the early days of the internet too media organizations communicate one way, but all these changed once search engines and social media emerges. As a result, the audiences are called the 'people formerly known as the audience' (Rosen, 2012). Rosen argues that active audiences change their role while bringing shift in power with the coming out of social media platforms. This means, he argues, people are not a market rather a real public.

2.2.4 Social Journalism: A Synopsis

Social journalism is a combination of social media and journalism. It is the practice of journalism on social media. On the other hand, Siapera (2012) uses the term social media journalism. Siapera argues that it is one form of online journalism. Although it is believed the practice of social journalism came with the impact of social media on journalism, it has lived long before the advent of social media (Lewis, 2009; Harper, 2009). This is due the fact that individuals who are not journalists have played a role of serving footages to media institutions. Journalism which

lacks social in the age of commercialization and suffering from a severe impact from politics join social media to regain relevance and develop trust from audience.

Lewis (2009) argues that a social journalist is defined as a person with a premeditated watchdog or advocacy role who uses social media in collaboration to produce content with users. In addition, social journalist is a journalist on social media who practices journalism (Hedman and Djerf-Pierre, 2013). This does tell that journalists still are important in the new form of journalism- social journalism.

Lambasting Sussman (2014) who says social journalism is contributing to media outlets, Jarvis (2014) strongly argues that social journalism is not about inviting contributors to media, but connecting the community so that they could share the story themselves. It is about organizing the public to take action. As a result, Jarvis contends, social journalists evaluate their success whether the public meet its need which makes it outcome based journalism. Put crudely, the basic idea of Jarvis is transforming journalism to a service. However, the main tenet of social journalism does not ignore itself from a journalism produced by professionals and amateurs.

In fact, it is the internet that does all this to journalism. The latest platforms developed on web 2.0 led to the emergence of social media. Thus, gave an opportunity for journalism to approaching to the people- to the one journalism is for. As a result, it is not a mere opportunity, but advantage as well since it is a way to serve the one who deserves service.

2.2.4.1 Social Journalism Study World Wide

Due to the increasing impact of social media on journalism, social journalism studies are increasing. Journalists who use social media to practice journalism are social journalists. Thereby, the studies show that journalists are embracing social media to the extent of saying not would be better off to discharge their duty without the help of social media. In some countries journalists have championed social media than any other regular user. According to Cision (2012), a global social journalism study conducted in 11 countries (but the report focused on responses from eight countries), the level of trust to the information's on social media, journalist concern of social media's impact and the difference in knowledge, use, and attitude towards social media have been explored. As a result, five profile groups of professional social media users are identified: architects, promoters, hunters, observers and skeptics. The social media

barometer ranks countries based on journalists' involvement, practice, knowledge, and attitude towards the social media. Despite in a group, individual countries are also conducting social journalism study at national level. I.e. Sweden (2012), Ireland (2014), UK (for fourth time in 2015), and the global social journalism study as well that includes countries like Canada, USA, France and others.

2.3 Social Media Networks Guideline

The rise of SMNs (Social Media Networks) has made several institutions not only end to join, but preparing guidelines to utilize the new platform wisely as well. As a result, several media outlets prepare guidelines under which they could govern the use of the networks. SMNs guideline is a standard, code, policy or practice guides that keeps media outlets and journalists under the auspice of principles of journalism on social media. How to use SMNs contents, how to guide conversations, what a journalist or editor is not expected to do, and how to approach opinions would be stated under. Mainly, it includes how journalists interact with users and sources, audiences as well.

Generally, guidelines indicate what is permitted or not on SMNs either for journalists and editors. It resembles the ethical principles to practice journalism on SMNs. That is why stations encourage journalists' use of SMNs. This is due to the fact that there is what journalists would benefit once they joined the network: to press on stations and personal brands of journalists. As result, these are guidelines to counter the professional influences on SMNs or to keep the professional norms and practices of journalism working on the networks. In other way, this is about legitimizing the networks for journalism purpose.

However, putting guidelines for SMNs is not easy with the freedom the platforms provide and with the manner journalists want to use them. Flemish journalists challenge a guideline citing it restricts the personal and the freedom to use of the networks while recommending common sense would be enough (Opgenhaffen & Scheerlinck, 2014).

Globally, media outlets like AFP, BBC, Reuters, and other regional and national institutions are developing guidelines to manage the risks that would come with unwisely use of the networks. Those guidelines encourage journalists' use of social media while being cautious to the possible threats that would come either in personal or professional use of the platforms. It also includes

the manner of use while sourcing, publishing, interacting with users, and states to pay attention to privacy, defamation so as to keep the reputation of the outlets (AFP, 2013; BBC, 2011; Reuters, 2012). Basically, stations are amending their guidelines as well with the mutating of social media platforms. I.e. BBC has disclosed an amended guideline on March 2015. As a result, some outlets assign editors, whereas others leave assuming it is the task of all employees.

2.4 Social Media and Politics

SMNs are transforming politics. They are becoming new platforms for political campaigning, debate and identifying polls prior to election. Despite SMNs ignore politics in its organizational and professional structures, they would have a new power that enable bottom-up politics. This is for the fact that the political power of social media is immense. Although the way of use matters, they could also be a solution for mass political polarization and a cause as well since political citizens are using those platforms for self-segregation too.

Trottier and Fuchs (2015) argue that SMNs are an arena in which power and counter power is taking place between social media corporations, state and people in different forms of activism, riots, protests, crime and other up-ward movements. This makes the SMNs a space for multifaceted expression of politics that is all about power. As a result, SMNs have become a place where struggle takes place either for transformation of politics or national liberation.

The new information infrastructures created by SMNs have brought political changes. This clearly shows the political power of social media. Clay Shirky (2011) argues that social media has the power to create political opinions which in turn has an impact on politics. This is for the fact that, he argues, conversation surpasses access to information alone.

2.4.1 Social Media and Democracy

Social media networks and democracy and their impacts on politics are highly contested amongst scholars. Some scholars argue that the networks would probably take the democratic role of the media in journalism. Promisingly, the emergence of social media has brought a new dimension in democracy where the rising of media conglomerates and the descending of press freedom is visible. However, the increasing of new social media corporatism also cannot be left behind discussion.

McChesney (2013) argues that democracy is not compatible on the internet. He suggests that it is due to the fact that the current capitalism doesn't fit with free market idea or democracy. As a result, capitalism is undermining democracy. On the other hand, the internet is commercialized and monopolized, and surveillance is increased than it was. This implies that the democratization role of the internet is incongruent with democratization of the political economy. Given the political economy and democracy rise and fall together, the political economy underway fails to advance democracy. On the other hand, Fuchs (2014) strongly criticizes that the internet and a web based participatory democracy is not participatory arguing that it is ruled by corporations with fewer roles played by the users. Although the networks are the instruments of the masses, he argues, the democratic role of the Twitter is doubtful. However, the power of social media cannot be ignored once it began revolutionizing human communication.

The rise of social media gives a voice to unheard voices, mobilizes citizens, and increased the flow of information and news. Thus, it gives power to declining civic participation, encourage debate and enhance shared knowledge building; as a result it is remaking electoral politics. Thereby, social media has become a new forum for citizen's political engagement. Above all, they empower the masses which would be a base for healthy democracy. That's why new forms of protest, movement and the quest for democracy are taking place all over the world. Beside, SMNs could improve democratic governance as well. Therefore, the potential of social media for democracy can be seen either at citizens or governance level (Price, 2013).

The use of SMNs by politicians, the people and other stakeholders has shown political benefit while enhancing political communication. This shows that the potential increasing importance of social media in democratic politics depending on the context though, without unwary about the utopian idea of digital democracy (Loader and Mercea, 2012). Therefore, the utopia or dystopia of SMNs for democracy is inconceivable as it depends on the manner of use.

2.5 Social Media and States

We can see the relationship of governments with SMNs in two folds; one with democratic and the second is with authoritarian or semi-authoritarian states. Globally, following the 9/11 attack, the relationship between states and media has grown a lot. This has to do with a revolutionized

form of terrorist propaganda dominating SMNs as well. As a result, states are drafting laws that enable them legitimate interception of cyberspace in an effort to secure citizens.

Recently, ISIS has proved itself adept at the use of SMNs which in turn ignite the states to work with online companies once they failed to counter it with the same propaganda. On the other hand, SMN companies have negotiated with states so as to curb the hyperactive use of SMNs by terrorist groups after a long debate with free speech advocates and nations (Berger, 2015). Thereby, SMN companies are enacting new or reshuffling user's terms of service and counterterrorism operations of nations are working intimately with these companies in suspending those users from online activities. Although there has been an effort to innovate SMNs of their own since the Arab spring, the terrorist groups failed to own rather they are running to other less popular SMNs. These clearly show that SMNs are becoming another battle fields.

Beside security issues, governments, politicians and government offices are highly joining on the bandwagon use of SMNs to engage with their citizens (Mickoleit, 2014), which makes it the new public way for deliberation and campaign. For example, Barack Obama excellently used SMNs during the 2008 election campaign. States use of SMNs for diplomacy, public relations and minimizing disaster is developing as well.

2.5.1 Social Media and Authoritarian States

Many see the rise of SMNs as a merely a threat to authoritarian states. Mainly, efforts seen in Iran, Moldova, Georgia and the Arab uprising had to play more to come up with this conclusion. However, in Arab spring too SMNs didn't play a paramount role by themselves had there not been other factors like the presence of civil societies and vibrant media (Khondker, 2011). There must be, probably the prior one is, the motive of the people. In Egypt, the SMNs users showed trust and the change in attitude had brought political change in 18 days of revolution (Attia et al, 2011). Oppositely, others argue that SMNs had played a role of a 'catalyst' (Danju et al, 2013) or 'central' (Howard et al, 2011) role in the Arab spring. Whatever is the case, there is a role SMNs have to play.

From the onset, rewiring of citizens by itself has to bring an impact either positive or negative. Internet accessed individual is not the same with a person who lived in the 19th or 20thc in which

it took months to reach a message to the world. SMNs are like a microphone to speak to the world at a time. Therefore, they have enabled individuals to share a moment, and globalize their concern in a matter of seconds or minutes. It is in this respect the leading Egyptian activist Wael Ghonim says, “if you want to have a free society, just give them the Internet” (CNN, 2011).

On the other hand, the diffusion of digital media doesn't always proof increasing political deliberation among citizens as the government would use it for self-empowerment (Pearcel, 2012). Technologically savvy authoritarians would respond to political use of SMNs in several ways including blocking sites and censoring dissident voices. Additionally, there is no intricate relationship between SMNs and revolutions against authoritarians as they had been happening without them as well. However, Howard (2010) contends that there would no longer be a transition to democracy without digital technologies. Therefore, there is a role SMNs would enable to happen, but the mere existence of them would not be safe to take it for granted. The end product of ICT, mainly the phone, has a strong impact on political development in Sub-Saharan Africa, but this can ‘neither be certified as revolutionary, nor can they be codified as panacea’ (Alozie et al, 2011). As a result, SMNs can be seen as a device for freedom and an instrument for oppression as well.

2.6 Internet in Ethiopia

The use of the Internet in Ethiopia began in 1993 at UN Economic Commission for Africa. It is in the following year that medical School of Addis Ababa University had accessed the internet with the help of US based NGO (Jensen and Sarrocco, 2002). This shows, from the onset, internet was a luxurious service for the mass in Ethiopia as it used to improve communications among organizations. Even though the service was very limited it was not open for the wide use until 1997, a year internet service began to be delivered by the defunct organization called Ethiopian Telecommunication Corporation (ETC). However, after two decades of service, the state of the internet in Ethiopia still is one of the most undersized in the world despite the diplomatic hub of the nation. This shows that Ethio-telecom has done little to target the wider population in accessing the internet.

As of December, 31, 2013 the internet penetration in Ethiopia is 1.9% which means only 1, 836, 035 of users are connected to the internet (Internet World Stats, 2014). This is increasing, i.e.,

Freedom House (2014) reports that the internet penetration in Ethiopia is 2.0%. The use of the internet is limited to cities and towns in spite of the wide number of the country's citizens live in the country side. Citizens are accessing the internet via computers at internet cafes mainly based at Addis Ababa. Nevertheless, the year 2009 marked the use of the internet via phones which increases users outside the capital. Mobile penetration is far greater in Ethiopia than internet penetration which would have impact on the wide use of internet, probably, in the long run.

2.6.1 Internet Service Provider in Ethiopia

The sole provider of internet service in Ethiopia is Ethio-telecom. Any other telecommunication services are only provided by this state-owned company. Today's Ethio-telecom, the then Ethiopian Telecommunication Corporation (ETC) has begun providing internet access since 1997. Monopoly over telecom services makes Ethiopia the only country in Africa. Telecom service remains under monopoly for merely not the government stockpiles much amount of money out of it, but also for the fact that the government uses the internet to advance its political economy and to secure its rule (Gagliardone and Stremlau, 2012; Zenebe and Abdissa, 2014). Established in 1996, Ethiopian Telecommunication Agency (ETA) was a regulator of telecom service in Ethiopia until 2010, after that Ministry of Communications and Information Technology (MCIT) assumed power. Given the potential and capability of the government in advancing and widely accessing the ICT to the people, the monopoly of the state in service delivery of internet has long hampered its development.

Lately, there has been a commitment from the government to improving the telecom sector. The government has drafted plans before couple of years which is underway. In five years, there is a plan to increase mobile subscribers from 6.5 million to 40 million, mobile coverage from 9 Percent to 45 percent and Internet users from 187,000 to 3,690,000(FDRE, 2010). Recently, Ethio Telecom has launched fourth generation (4G) mobile service that let users access to high speed internet connection and help the nation catch up neighboring nations (Aaron, 2015). The company has also reduced the SIM card price to 15ETB even though the quality service of the company still left as a moot question. Given the illiteracy of the wider public, should to bridge the digital divide and benefit from the digital economy there needs to be a wider policy drive to increase ICTs diffusion and adoption in the country (Dessalegn, 2011).

2.6.2 The Politicized Internet of Ethiopia: Freedom and Surveillance

Not only internet access in Ethiopia is meager in Africa, but it is also one of the widely censored and filtered as well. Ethiopia is the first Sub-Saharan African country to have technically filtering the internet (Wanjiku, 2009). The sophisticated spyware software technologies have enabled the government to strongly stare at the small online community of Ethiopia. Although the telecom infrastructure is poor and there are oppressive regulations, internet use is increasing. This has made the state to have recorded the worst internet freedom in the world (HRW, 2014; Freedom House, 2014). Even though journalists left their country physically owing to oppression, they are not still free since the government grasps them digitally.

The Ethiopian government has begun filtering the internet, mainly those of journalists, activists and opposition forces after the 2005 election, both inside and outside Ethiopia. Since then, the state is frequently blamed for violating internet freedoms. It has since continued blocking of websites, social media networks, search engines, and international news outlets (Poetranto, 2012).

According to a test conducted in 2006, Ethiopia blocked 100 websites which much deals on politics of which 95 used to write in local language and 5 wrote in global languages (Deibert, 2009), and this covert filtering has been occurring with low transparency but with high consistency (Faris and Villeneuve, 2008). The writing in local language is the most powerful as it has the power to touch the mind of the local people, whereas the use of global language is advantageous as they could be read by overseas citizens. On the other hand, the citizen lab test of 2013 shows 63 websites blocked in Ethiopia of which many of them categorized as political (Citizen Lab, 2013). The contents of this websites were political, and the contents filtered were much local than global.

The surveillance targets journalists, bloggers, and opposition party officials who are against the government. Even though, for the most part, it is justifiable security issues are dire for Ethiopian government, much surveillance is held at political individuals than security issues (HRW, 2014). This has long continued on politically categorized websites which in turn makes Ethiopia a challenging nation to express dissent voices online as the Canada based OpenNet initiative tested in 2006/07, 2008/09 and in 2012 show (Poetranto, 2012).

The 2012 marked the time Ethiopians were noticeable online during the rumors and following the death of the long served Prime Minister Meles Zenawi. At the time, the social media curation tool storify was blocked (Mohammed, 2012) and there are several moments internet was blocked for short. According to HRW (2014) report, there are several instants individuals are detained and intimidated for what they did post on Facebook and wrote on blogs. The SMNs like Facebook and Twitter were inaccessible without use of proxies (Opride, 2013), and Yahoo, and CNN were also blocked for 12 hours in July 2013 in Ethiopia (Freedom House, 2014). Recently, the zone nine bloggers get sued for the reason they were told they have been ‘using social media to destabilize the country’. The CPJ (2014) report also identified that many journalists are detained for their presence online.

As widely seen, more than SMNs are blocked from the center of Ethio telecom, there are ample moments it is blocked in higher institutions where the use of the internet is much and believed the users are active as well. The phone surveillance, radio and satellite jamming are also issues Ethiopian government gets blamed for widely. This makes Ethiopia the nation at the top in Africa whenever the issue of surveillance gets raised. Recently, a study revealed that Ethiopia is placed at four among ten more censored countries in the world (CPJ, 2015). Although government responds citing security issues, for the most part, it is happening to secure the state and the status quo. This can be justified in the number of websites blocked as the most are political than security driven. All this filtering and internet censorship has a lot it takes in following china’s footsteps by Ethiopian government (Gagliardone, 2013), although European spyware products are used widely to suppress the online press as well. However, there has never been a time government admitted surveillance.

The Information Network Security Agency (INSA) has been given more power in a revised legal framework of proclamation number 808/2013. This has let the agency to have a greater control over Ethiopian cyberspace to the extent of monitoring the internet. Although the twenty years old Ethiopian constitution ensured the citizens the rights to freedom of expression, privacy and others rights, owing to several factors things are getting worse since then.

Article 29 of the country’s Constitution provides backing for these rights. However, recent proclamations such as the 2008 Media Law, the 2009 Anti-Terrorism Law, the 2012 Telecom Fraud Law and most recently, the National

Intelligence and Security Re-establishment Proclamation of 2013 have one after the other taken back the rights provided by the constitution(CIPESA, 2014: 3).

The omnipresent of government surveillance and filtering of the internet exacerbates self-censorship among the journalists which in turn would have an impact on the right to know of the public at large. This is visible in the people when they possibly tried to save dissent views offline. “Many Ethiopians assume that government security agencies routinely monitor telephone calls and email traffic” (Infoasaid, 2011:63).

Given the press is the reflection of politics and internet in Ethiopia it is highly politicized, the extent to get censored and inviting dissenting voices online seems difficult so long as internet service provider is under government monopoly. Thereby, the political polarization will continue to do so between the state and opposition. Seen critically, the government sees technological advancements as a threat than as a benefit for the mass. “... the increasing technological ability of Ethiopians to communicate, express their views, and organize is viewed less as a social benefit and more as a political threat for the ruling party, which depends upon invasive monitoring and surveillance to maintain control of its population,” (HRW, 2014:1-2). Thus, internet in Ethiopia is highly politicized in which it serves for political gains either by the government or by those that are critical to it. Due to this, it serves as an arena for both relieving and prone to oppression.

2.6.3 The Rise and the Potential of Social Media in Ethiopia

As of December 31, 2012, the penetration rate of Facebook users in Ethiopia is 1.0%. This means there are 902, 440 users in the country (Internet World Stats, 2014). However, promisingly, in spite of the problems of internet access, the SMNs users are rising as internet accessed phones are enabling this to happen. In defense of this, Simengesh (2015) contends that Facebook users reached more than three million in Ethiopia.

For the most part, the contents of media in Ethiopia are parallel as they are busy focusing on development issues. Even those who claim that they are an independent press, few newspapers and magazines, have long felt short of serving the non-Addis Ababa citizens. However, due to the long problems of the press, diffusion of technology and other factors, the people are looking for an alternative media. It is at this moment SMNs have come to serve as an alternative arena

mainly for issues ignored mostly at conventional media. Sileshie (2014) argues, Facebook is serving as an alternative media platform to radio, newspaper and television as much contents of the platform are that overlooked on mainstream media.

As widely seen, issues critical to Ethiopian government are forwarded from abroad. Given access to the internet is wide, the Ethiopian Diasporas' are using social media as a source of information on issues of their country (Feven, 2013). In addition, they are adept at using SMNs for the fact that freer political communication shackles back at home (Wax, 2012). In spite of that, for it is a new arena, Ethiopians are greatly joining the new sphere in order to have their say. They share information from one another, which makes the platform play the role of mainstream media in a converged manner, but not in real sense.

SMNs have come to be a communication space for critical masses of Ethiopia. It is there; from housemaids of Arab states to critical Diaspora of Ethiopia engage on a discussion with the emerging youth of the nation. Auspiciously, SMNs are serving both for who seek to discuss critical issues that matter to them most. As a result, the chance of politicizing citizens is wide. Thus, SMNs empower the people in such a way it is bridging the digital divide too (Ali, 2011).

As a result of this, it is warranted to say SMNs are enhancing the political discourse culture of the society. Facebook is serving as an alternative platform that enables civil discourse among citizens (Tesfaye, 2013), mainly, as the mainstream ones fail to do so owing to restrictive laws (Dessalew, 2014). As much of Ethiopian youth are at schools and are adept at using social media (Mebratu, 2014), they are highly joining the discourse, which in turn would have an impact on the political communication culture of the generation. Although, it seems far from happening, Gagliardone and Stremlau argue (2012) that the new generation is playing on the "middle ground" than exacerbating the polarized political ideology.

Due to the fact that the government highly makes use of ICT for nation building while ignoring dissenting views (Befekadu, 2014), citizens would turn to look for another media, SMNs. The use of social media for Ethiopian communities has touched a peak when Meles Zenawi died. This has happened due to the fact that the mainstream media shunned the issue and get focused on London Olympic. However, this has kept Ethiopians and the name Meles Zenawi noticeable in social media (Tesfalem, 2012). It is thus that gives power to SMNs to play a competitive role

in the political socialization of Ethiopian citizens (Tedla, 2010). As Sileshie contends, the majority users are using the SMNs for social purpose than political. However, in contrast, Abiye (2010) argues that the internet has a potent effect to serve as participatory media in such a way affecting the authoritative nature of Ethiopian government. Recently, SMNs served to globalize concerns of users during the controversial Addis Ababa master plan crisis. Even though state media ignored the case at the beginning, issues had gone viral as the issue unfolds. As a result, the issue flooded the social media, thus government responded in blocking the internet in higher institutions. This blockage has to justify the power of SMNs since they have high power to create opinions inside the people.

SMNs are the unused tools amongst communication strategists of public officials and institutions in Ethiopia. Except for few officials, probably finger counted who are active, the interactive communication spaces are not utilized to improve the public-government relationships (Abera, nd). This would be cautious when seeing the unprecedented role SMNs are playing on wider social issues of the country in which they illuminate overlooked issues, thus pushes for a change. There are moments social media takes the leading role and got succeeded too. The *Boycott Bedelle* campaign could be worth mentioning here.

Although Ethiopian government put an end to the press which serves dissent voices out of market, many of those who are critical to it are now online (Abiye, 2011). It is for this reason, probably, the government is turned to internet surveillance. Due to this, a polarized relationship between SMNs and mainstream media exists, mainly state-owned, like it was the case with government press relationship. Seen critically, one could see SMNs of Ethiopia as the flip side of the issues get focused on the mainstream media. What surprising is SMNs users are rising as days wore on. WIFI connections are offered at cafes, malls, and hotels so as to make users favor them. Internet cafes are increasing as well.

Generally mentioned, SMNs amplify online interconnection than it was the case. They are becoming a place where defunct press could survive. I.e. *Addis Neger online*. On the other hand, the unlicensed presses but in charges of giving services are widely seen online as well. Authors and poets are also sharing their intellectual thought on SMNs for free. A nation in which media is under pressure of government, NP circulation is less, and the press freedom is descending, it seems SMNs are bouncing it back. After all, SMNs are paying benefit while empowering the

people. Probably, the bottom-up issues SMNs raise and the role they play at social justice campaigning has proved their potential. It is believed that the power, potential and the rise of social media will continue to do so, since the diffusion of ICT, urbanization and the number of middle class citizens is increasing.

2.6.4 Why Numbers Deceive the Potential of Social Media?

Although tracing the number of users to identify the state of social media in Ethiopia is the obvious way, it is far from understanding the exact status of the issue at hand. This is because “messages originating online show a remarkable ability to reach well beyond the population that has access to the internet” (Gagliardone and Stremlau, 2012:16). Who are these guys? How could they get access to internet? What purpose they use social media for? The political economy, the free press condition and the global impact, the number of youth in the country should be taken in to account as well. For social media expert Geraldine, since the wider public does not have access to these technologies, the democratic role of social media in Ethiopia is some degree of (Markos, 2012), however, Gills and Gray (2012: 218) contend that:

Although such tools are perhaps accessed only by a minority of the population, this does not diminish their democratizing impact because they have nevertheless enabled the democratization of existing hierarchies of information and communication control.

The rise of social media empowers people, mainly, those who have suffered from access to information. The information flow in Ethiopia is restricted owing to several factors of which government is the case. It is during this time SMNs happened to be a relieving arena for the repressed mass of the country. Due to this, changing power relationship between government and people is visible. This is for the reason that the information from SMNs would create the new political power- the public opinion. It is under this circumstance that the state and potential of social media in Ethiopia must be seen.

In addition, although internet access has come to be a luxury for the mass, the spread of information among citizens is popular. As the social network is high among the people, discussions during coffee and other ceremonies are common. This is due to the collectivist culture of the nation. Or else information from online media can be picked by the gutter press. On the other hand, the power of word of mouth is the highest. As an example, word of mouth

plays ‘a paramount role’ in circulating information before the 2005 election (Gagliardone et al, 2014). According to ERIS 2011 survey, words of mouth from friends and families would account 49.5% as a source of information for Ethiopians (Ward and Selam, 2011: 10), which makes it the third source of information next to radio and television. Word of mouth serves as the most important and reliable sources of information and frequently used in the day to day life of the society among other mediums in Ethiopia. In addition, owing to the political past, the political culture of the people largely depends on conspiracy, thus the probability of seeking alternative information is the highest.

2.6.5 Ethiopia: The Social Media and Hate speech

Hate speech is a defamatory speech that is targeted at a particular person or group for the fact that they are who they are or they belong to a particular social group, or any other category they are identified with. It is harm to freedom of speech, thus it is a threat to democracy. Hate speech shows intolerance in such a way it advances hostility and violence. Such problems are more common in countries yet to develop a genuine democracy. Hate speech could happen in any communication space of which internet, particularly SMNs, can also be the case. It is worth mentioning, where the context of language use is high in collective culture of Ethiopia.

From the time were internet was applied to be a communication space in Ethiopia, it turned polarized with old politics (Gagliardone et al, 2014). Bloggers appeared in the country and abroad had to play indelible impact to ignite ignored discussions though not all are inclusive nor they are polarized at all. The 2005 election can be a typical moment where hate speech was used for political gains while illuminating ethnic issues that were hot not only between the press and political officials, but at online spaces too. “These animosities were indeed reflected in the social media” (Gagliardone et al, 2014: 33). As a result, the SMNs that are new, but that are busy at “old politics” would have the clout to make defunct the little freedom of expression gained on the meager internet owing to the emergence SMNs. This in turn would distort the civil discourse ability of the youth that are the majority user of SMNs in the fast globalizing world. So far, there is no guideline that regulates hate speech in Ethiopia.

2.7 Journalistic Professionalism in Ethiopia

Seen from broad perspectives, the standards of professionalism is low in Ethiopia. There have been several factors that put the profession at crossroads: the political economy the country operates, lack of strong institutions that set standards and regulations in such a way enable the press to operate, and lack of professionals could be mentioned. In addition, there is lack of institutions that produce professionals. Given the press is the reflection of politics, mainly after 1991, the thorny-relationship between the state and press which creates polarized politics has long cursed the development of professionalism in Ethiopia. As a result, political parallelism became high: with media institutions serving as state department, journalists lack autonomy and self-censorship, detention and poor freedom have become the hallmark of Ethiopian journalism. Suffice to say, from the onset, the media model that dominated the country rejects the role the press has to play in democracy, the Fourth Estate. With all these problems, journalism in Ethiopia simply left as “try and error” (Amare, 2014).

Although recently professional journalists started joining the media sphere of Ethiopia however, it has never been simple to change the environment. This is due to the fact that the media industries are producing contents based on the orientation they had developed during the imperial era (Birhanu, 2013). Besides authoritarian political culture in the last regimes, Birhanu and O'Donnell (2015) argue that the source of weak professionalization in Ethiopia is authoritarian family socialization journalists were raised in. “Low levels of journalistic agency and autonomy are by-products of prevailing deferential, conservative and secretive communication practices inculcated in the home environment from early childhood” (Birhanu and O'Donnell, 2015: 02). As a result, practicing in a vibrant and professional media environment has left merely a wish for media practitioners in the country.

2.7.1 Media and Press Freedom in Ethiopia

Although press freedom is enshrined in Ethiopian constitution, laws that came after are tightening the freedom of the media sphere, thus resulted in merely having a paper value. The media has to be free to maintain independence. If this happens it enables a conducive environment for journalists, but this is not happening in Ethiopia. Basically, things started getting worse just after the 2005 election. Since then, the status of press freedom descends as the year wore on. This is due to the fact that the mistrust between the press and government makes the

government unfriendly to the existence of media. This named the officials of Ethiopia as predator of the press especially the late prime minister. The tributes not merely goes to government, however, needs further research since the use of press freedom for non-journalistic purpose is visible.

2.8 The Future of Journalism: Back to the Future

The future of journalism is in the hands of the people. For this, journalism shall be social than ever before, scholars argue. When journalism provides with interactive news and information, the acceptance would exceed and the public trust develops. This is due to the fact that, as Beckett (2008) argues, today's journalism is at the age of abundant information, content outreach is wider and the importance of journalism is paramount in the networked society. Given journalism is dynamic and has to fit the changing society, the future of journalism is networked journalism.

Despite many challenges journalism has faced in the last decade, the future holds a safe place for journalism if at all it puts people at the heart of its process. Hence, the new partnership with the public would make this possible. It is for this reason it is called back to the future. Thus, everyone can have information and contribute to the information exchange like back in the old days during the beginnings of journalism. This is due the fact that with the rises of social media everyone empowered to share idea like the word of mouth in old days.

2.9 Theoretical Frameworks

In this sub-section, pertinent theoretical frameworks that inform this study are discussed.

2.9.1 Theory of the Public Sphere

According to Habermas (1989), the concept public is a realm open for all like a market place or public place. Put together, a public sphere is the sphere where private people come together to form a public. Therefore, both spheres can be mutually inclusive than exclusive in such a way the public is the legitimate influence to exercise power. In this sphere citizens act as neither business or professional person nor as a member of state, rather act as a public body in which “they confer in an unrestricted fashion--that is, with the guarantee of freedom of assembly and association and the freedom to express and publish their opinions - about matters of general interest”(Habermas, 1974). At this sphere all citizens have access, opinion can be created and

debate would take place over rules dictating relations. In addition, there are many freedoms and an individual has freedom of: assembly, expression, association, and publication of opinions. The concept of public sphere is characterized by 'a disregard for a status, a domain for common concern and inclusivity' (Habermas, 1989: 36-37).

There are three distinct types of spheres: political, literary and representative. The sphere is called political public sphere if the discussants focus on the doings of the state. The public sphere is a sphere that mediates between state and society. Thus, democratic politics would not be possible without a functioning public sphere. This goes to the media, today's public sphere. On the other hand, Curran argues that within the context of the classical liberal theory, the public sphere is "the space between the government and society in which private individuals exercise formal and informal control over the state: formal control through the election of governments and informal control through the pressure of public opinion" (1991:29). As a result, the role of media is paramount resembling the realm of the 19th century Fourth Estate.

Economic developments had contributed for the evolution of public sphere because before the bourgeois sphere there was feudal system characterized by representational publicity. At the time, the private and public spheres were not separated or public power given no autonomy. The eighteenth century public sphere, however, characterized by a separate boundary between public and state and based itself on the critical rational debate. This debate happens there at salons and coffee houses between bourgeois reading public. Thus, public opinion can be formed. This is accessible to all and helps to control and criticize the political authority. Due to this, Habermas contends that public sphere is a product of democracy. He argues that the interpretation toward oneself of the public sphere shaped in the concept of public opinion, which he sees in the work of Kant, Marx, Hegel, Mill, and Tocqueville. Habermas argues that the public sphere as we know it structured when journalism turned into a public institution with the point of advancing open level headed discussion.

However, this did not long last since economic and structural changes blurred the line between the state and society which he called the 'refeudalization' of society'. As a result, the public sphere's main aspect, rational critical debate became a victim and replaced by leisure in a democratic industrial state. In fact, the public sphere is feudalized. And the public is no longer

made out of individuals but organized people institutionally (mean civil society) applying their impact on public sphere and debate.

2.9.1.1 Critique of Theory of the Public Sphere

Like any other theory, there are critical ideas forwarded with regard to theory of the public sphere. There are two common critiques of Habermas's public sphere: the working class and the feminist critique (Fuchs, 2014). The working-class critique contends that Habermas focuses on bourgeois movement while neglecting other movements. Whereas, the feminist-critique argues that women were excluded from the public sphere, which is agreed by the author as well. In addition, gays, lesbians, ethnicity and others were excluded as well. On the other hand, Habermas (1989) by himself discusses two major limitations of the public sphere. One is the limitation of freedom of speech and public opinion since there is inequality in educational level and resources or differentiation in social life to participate in the sphere. The other is the limitation of freedom of association and assembly since few but big organizations can control formation of the freedoms.

2.9.1.2 Social Media and the Public Sphere

Despite what is discussed earlier (under social media and democracy theme), the discussion over the public sphere role of social media has invited many scholars to discussion. The rise of social media networks has pledged the marginalized societies to voice their concern and equate themselves with others on the same platform. This holds true for groups who lack to speak their mind on media of their own but came to join the new network as well. Thus, social media has brought horizontal communication among users. In other words, social media networks go against up-down mass communication rhetoric (sender-receiver model) and proved the 'mass self-communication' of individuals (Castells, 2007). This has made communication interactive and led to social revolution other than technological. This interactivity enables to shift in balance of power from the non-interactive traditional media to the social media user as well. Thereby, everyone has become to own its own media to speak, share, argue and justify whatever with whoever he or she likes. However, could social media be a public sphere for the fact that it opens the arena for everyone? Scholars are still divided over this issue, but there is a role the new space is playing together with the new threats.

Suffice to say, in the world where the youth are embracing social media, journalism is heading to take online presence so as to continue serving the new generation. These social media users are content producers and consumers. It becomes to serve as a space for deliberation in such a way revives social activism. Thus, with all these outcomes the social media can play the role of public sphere. However, in contrast to digital utopians, rather than being a space for freedom the social media is becoming an arena where the public gets censored and open to surveillance (Deibert et al, 2008; Morozov, 2011). In addition, the rises of corporate social media together with the state involvement question the public sphere role of the social media. As a result, the way to make social media a public sphere is making the internet and social media truly social media and public sphere by making them owned by the public than corporations, ‘public service social media’(Fuchs, 2014b).

2.9.2 Theory of the Network Society

A network society is a society of networked individuals. ‘A society whose social structure is made around networks activated by microelectronics-based, digitally processed information and communication technologies’ (Castells, 2009:24). This society is a new social form or social structure of a society which constituted itself on a new communication environment built around the communication networks called the internet Galaxy (Castells, 2001), but this does not mean that the network is a new phenomena. Castells argues that networks are not confined only to humans nor could they signify the twenty first century, rather there are networks where there is life. Therefore, a network is common to all living things.

The network society is a global society. It is not a new form of social interconnectedness but new forms of old process. It is technology, economy, social, cultural and political transformation that gave rise to new forms of society, the network society (Castells, 2010). Therefore, technology is not the only driving force, but would not be possible without. This is due to the fact that there was also a network before the advent of the internet but its emergence make things simple than it was. In his trilogy Castells contends that from the late 1960s to middle 1970s the cultural movements that came in response to democratic crisis, the revolution in the information and technologies, and the economic catastrophe of capitalism and communism gave rise to the network society. All this independent processes combined caused not merely a new social structure called network society, but a new economy called global information economy and a

new culture called real virtuality. In this information age, functions and processes are prepared on networks as they comprise the new social morphology of the modern society.

The network society is a society that goes further than information society and its value is an expression of power. The technological advancements reduced the time and space for social relations. And in turn brought a horizontal communication with networks than vertical social structure in traditional societies, which has long benefited those who are at the top, Castells argued. The network society is not a society of isolation rather a society of networked individualism. The network society better explains globalization and exclusion out of this network will result in marginality. The network is an interconnected nodes' on which power and counter power are taking place. This means networks take over other networks. And it is in this age that the new technological paradigm, informationalism, that replaced industrialism as a material basis of the modern society, mainly after 1970s. This came in to effect due to the advent of information technologies mainly created for communication and biological purposes. In this network knowledge, access to networks and information are vital for competition.

The culture of the network society is by and large influenced and shaped by the messages made by technologically linked networks which are the unit of modern society. Thus, Castells argues that this brought the end of mass audience and give rise to interactive communities. In such a way technologies are shaped by the users or by the society based on their interest. Networks become the most efficient organizational form as a result of three major features of networks that benefited from the new technological environment: flexibility, scalability, and survivability (Castells, 2004).

Castells states that there are challenges to network society: freedom, exclusion from the networks, the literacy to surf the contents of the internet, the emergence of network enterprise, environmental degradation, and fear of technological consequences human creates. Therefore, humans have to fix all this challenges and regulate this technology until strong institutions are built than favoring the government or NGO, Castells argues. This is because even if humans don't care about networks the networks will care about humans because humans are living in the internet galaxy.

2.9.2.1 Critique of Theory of the Network Society

Among the scholars who made critique on the works of Manuel Castells, Van Dijk could be put at the front. He contends that large part of the issues Manuel Castells analyzed in the trilogy are not new or other authors have gone through ahead of Castells. He argues that networks are becoming the major mode of organization and amongst the fundamental structures of modern society, however Castells argues different. Castells argument is that networks are not the content of the modern society. On the other hand, Van Dijk (2001:04) criticizes the idea of Castells that says “the network society disembodies social relationships, introducing the culture of real virtuality” arguing that it has a limit in that social and media networks are contextually embedded and remain to do so. Above all, Van Dijk strongly criticize the logic of the network society of Manuel Castells that pervades all spheres of social, economic, and cultural life is one dimensional saying that Castells only argues from external part while ignoring the internal contradiction of network structure.

.2.9.3 Theory of the Network Journalism

Networked journalism is ‘a synthesis of traditional news journalism and the emerging forms of participatory media enabled by Web 2.0 technologies such as mobile phones, email, websites, blogs, micro-blogging, and social networks (Beckett, 2010: 01). This theory of journalism model base itself on Manuel Castells’s concept of ‘network’. The network journalism has come in to being at the beginning of the twenty-first century due to the fact that the flow of news has become decentralized and non-linear. In other words, it is a journalism that has come with the changing social structure in a globalized world owing to the networks. Heinrich (2008) argues that the globalized network brought interactive format that is capable of transforming the professional journalism sphere that has lasted for ages. As a response to the networks, in the network journalism sphere journalistic outlets are serving as information nodes (Heinrich, 2011).

This new kind of journalism is typified by an immense flow of news. In this model of journalism not only journalists, but there are different contributors of news production: bloggers, citizen journalists (amateurs) and the like. Thereby, it is an emerging network sphere where several stakeholders gather, produce and disseminate news. Simply understood, it is about a new avenue

for journalism in which passive audiences become active to have a stake in news. This makes networked journalism to be characterized by a non-linear news flow. Due to this fact, “Journalism is no longer a self-contained manufacturing industry. It is now a service industry that creates and connects flows of information, analysis and commentary” (Beckett, 2010:03). This will benefit journalism since it would pledge what journalism has long lacked before.

The network(ed) journalism justifies the collaboration nature of journalism, thus Jarvis (2006) in his widely cited work contends that the public can get involved before and after a story is reported. This will lessen the role of journalists and increases the role of users or audiences. This has to bring the value journalism has to offer in a networked society. In addition, it adds editorial diversity, connectivity and interactivity, and relevance to journalism (Beckett, 2010). Network journalism brings journalism where the people are and it also enhances business models as well. Beckett (2008) argues that network journalism is rising in Africa with the rise of mobile phones and bloggers. Hence, this would save journalism if to save democracy (Beckett, 2008).

2.9.3.1 Network Journalism and Social Journalism

Basically network journalism and social journalism are not different concepts. However, the term network journalism is widely used even before the rise of social media in the early 21st century, whereas the term social journalism has come to be used frequently just after scholars identified the impact of social media on journalism. Both models base themselves on the collaboration of professionals and amateurs for production of news and information. Both are the combination of traditional journalism, social media networks and others. In a nutshell, it is all about justifying the increasing role of the public on every aspect of media production.

CHAPTER THREE: RESEARCHER METHODOLOGY

The objective of the study was to examine journalists and media outlets use of social media networks in Ethiopia. To achieve this, the following methodologies were employed.

3.1 Research Design

The research design of the study approached both quantitative and qualitative methods to answer the basic research questions. Hence, it is a mixed method. A mixed method is a combination of qualitative and quantitative methods since it includes the elements of both approaches (Zoltan, 2007). This type of research method has come of age. In mixed method, data collection involves both the collection of quantitative and qualitative data, involves distinct designs as well. The main purpose of using mixed method starts from recognizing each method has a weakness, thus using multiple methods (triangulation) is advantageous. This approach which is based at integration of different research designs lies at an assumption of pragmatism. Therefore, the design of mixed method is a method involving multiple methods. This would help better to understand the research problem in such a way important to answer the research questions.

3.1.1 Quantitative Research Design

The quantitative research design is based on post-positivist philosophical assumptions. The quantitative research refers to approaches to empirical inquiry that collect, analyze, and display data in numerical rather than narrative form (Given, 2008). It involves survey, content analysis, experimental studies and non-experimental studies. The main data for the present study however, was gathered using the survey questionnaire method. Survey is a research design in quantitative research. It is a method used by social scientists to empirically and scientifically study and provide information about people and social phenomena (Lavrakas, 2008). For that reason, questionnaire, the main instrument to collect data in survey research, was used by the researcher in this study to collect the attitude, behavior, experience and motives of journalists in three media institutions towards the use of social media. It was conducted among journalists sampled randomly from selected media institutions. The questionnaire with mostly close ended questions was designed and distributed in person to 145 journalists in May 2015.

3.1.2 Qualitative Research Design

Qualitative research is an interpretive research in which the researcher has a direct contact with the participants. Constructivism or interpretivism is a perspective always seen towards qualitative research approach. Qualitative is an approach for understanding the meaning and views individuals or groups ascribe to human or social problems, whereas quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014). In contrast to other designs, he argues that the qualitative approach includes comments by the researcher about their role, and the specific type of qualitative strategy being used. In this type of research the researcher is the key instrument. The qualitative method includes observation, interview, focus groups, ethnographic study and others.

As a result, this study employed interview and observation from a qualitative research. An in-depth interview was conducted with media managers including editors and journalists to give a qualitative depth to the study. More importantly, it is used to draw out information in order to get a holistic understanding of the interviewee's point of view. The interview questions were semi-structured, in addition, unstructured observation used too to complement the survey questionnaire in order to collect primary data. The secondary data were collected from books, journal articles, presentations, workshop papers, news reports, study reports, and online documents, mostly, which are latest. Each method that was used to gather data will be discussed ahead.

3.2 Sampling Technique

Sample is a subset of a population and making it representative is essential. In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal. On the other hand, to determine respondents' amount in media organizations the researcher employed proportionate stratified random sampling method. "If a population from which a sample is to be drawn does not constitute a homogeneous group, stratified sampling technique is generally applied in order to obtain a representative sample" (Kothari, 2004:62). As a result, to avoid under- or over-representation, strata of journalists working for the government (public) and private media were

created by the researcher. Thus, sample of respondents was randomly selected from each stratum for the survey questionnaire.

On the other hand, purposive sampling was used to select interviewees from the three media organizations. An in-depth interview was conducted with 17 interviewees both in Amharic and Afaan Oromoo languages in May and June 2015. Consideration was also given to experienced journalists as the vast majority of respondents who filled up the questionnaire were young. This had helped the study to fill the missing gaps with regard to experience, and media culture journalists have worked at. It has also helped to get their views towards the use of social media as it is a recent global phenomena. Furthermore, an email interview was conducted with a media scholar.

In this study, journalists who do use social media networks in Ethiopia and are employed or making money from the profession had the chance to be included in the study or in the sampling frame. Thus, the population of the sample are those who are the member of the subjects of the study. As a result of this, since the study aimed to examine journalists and media outlets use of social media networks in Ethiopia, the sample of the study are journalists in the broadcast media. For the reason that purposively selecting respondents has an impact on the generalization of the study and it would ignore the equal chance of being selected for the study, probability sampling method was employed to select the respondents in media institutions.

3.2.1 Probability Sampling Method

Probability sampling method engages random selection. It uses mathematical guidelines whereby each unit's chance for selection is known (Wimmer and Dominick, 2011). This sampling technique follows some type of systematic selection procedure to enable each unit has an equal chance of being selected. In contrast to non-probability sampling, probability sampling is amenable to generalizations from which the sample is drawn. The most basic form of probability sampling is simple random sampling (Given, 2008). It is also called chance sampling or probability sampling where each and every item in the population has an equal chance of inclusion in the sample and each one of the possible samples, in case of finite universe, has the same probability of being selected (Kothari, 2004). Probability sampling includes simple random sampling, systematic sampling, stratified sampling, and cluster/area sampling. Accordingly, in

this study, simple random sampling was used by the researcher to select respondents to fill the questionnaire in three media institutions.

3.3 Data Gathering Tools

From the onset the use of research tools depends much on the basic research questions and the paradigm the study falls into. This is due to the fact that the tools for gathering data are important if to answer the questions raised in the study. Hence, data was collected by using research instruments. These tools use to feed the research with data's in such a way enhances the data presentation and analysis. There are two types of data: primary and secondary. The primary data is a data that is original for the researcher and the secondary data is the data other researchers have found ahead of the researcher. In research there are several methods of data collection and the method for primary and secondary data are different. Kothari (2004) contends that especially in surveys and descriptive researches the important methods of data collection for primary data includes: observation, interview, questionnaires, schedules, and others. Therefore, in this study, research instruments were survey questionnaire, in-depth interview, and unstructured observation. Independently, these instruments of the research will be discussed in detail.

3.3.1 The Questionnaire

It is the most commonly used research instrument in quantitative research. Also, it is one of the shortest or quickest ways of gathering a lot of data from many people. For this to happen, simplicity always matters in designing the questionnaire. Davies and Mosdell (2006: 80) argue that the quality of those data depends a great deal on:

- the clarity with which you have formulated your research question
- the extent to which the questions in your questionnaire are related to the research question
- the wording of the questions and their comprehensibility to the people answering
- the extent to which you don't prompt desired answers in your respondents by asking leading questions

And a good questionnaire includes both open and close-ended questions. Questions shall be short and simple. Those questions should proceed in the logical order as well. In view of that, Kothari (2004) states the merits and demerits of using questionnaire. The merits are:

- low cost of conducting questionnaire
- free from bias of the interviewer; answers are in respondent's own words
- respondents have enough time to give well thought answers
- respondents who are not reachable otherwise would be reachable

The demerits include:

- low rate of return and bias due to no response is often indeterminate
- the control over questionnaire is lost once it is sent
- the possibility of ambiguous replies is visible
- difficult to know willing respondents are truly representative

In this study, the researcher has used descriptive questionnaire that has an element of both close and open-ended questions. The survey questionnaire was distributed in English, Amharic and Afaan Oromoo languages so as to get better views of journalists. “A descriptive survey attempts to describe or document current conditions or attitudes—that is, to explain what exists at the moment” (Wimmer & Dominick, 2011:185). Accordingly, the study relied on primary data from journalists working in media institutions based in Addis Ababa and Adama. What is more, the questionnaire is effective when used with other methods, especially interview.

3.3.2 Interview Method

Interview is one of the most commonly used research tool to collect data. Basically, “the qualitative research interview has become one of the most widespread knowledge-producing practices across the social scientific disciplines” (Given, 2008:470). She contends that interview is mostly one-way and held to serve the researcher ends. Interviews can be conducted either face to face, telephone, via the internet, or in surveys research. Given (2008) claims that most qualitative interviews are semi-structured. This is due to serve the agenda set by the researcher. To conduct an interview the researcher must have knowledge of who to engage. This would help

the researcher understand the research problem, best advance the research purpose and meet the research goal.

The use of smaller samples, taking long time, and the chance of providing detail background information are the distinct characteristics of intensive or in-depth interviews (Wimmer and Dominick, 2011). Among interviews, Darlington and Scott (2002: 48) argue that “in-depth interviewing is the most commonly used data collection approach in qualitative research.” This type of interview justifies that people are experts of their experience. They argue that in-depth interview has the general advantage of face to face interview, has a chance for clarifications, beneficial when the phenomena under investigation cannot be observed directly and enable the researcher to get participants experience of the past, and yet to happen. However, the role it gives much to the interviewee (participants control its process) and the very fact that it provides the researcher merely what the interviewee says are the weakness or challenges to in-depth interview. Additionally, besides helping the researcher to get data in depth, it may provide a new insight for the researcher. Nevertheless, it is cited for being time consuming, and expensive.

Interviews can be structured, semi-structured or unstructured. If the interviewer uses a set of predetermined questions and in order prescribed, the interview would be called structured interviews (Kothari. 2004). Oppositely, the unstructured interviews are characterized by a flexibility of approach to questioning (Ibid). Unstructured interview gives much freedom to the interviewer and require deep knowledge from the researcher, but time consuming. Between these two types of interviews, there is a semi-structured interview (in-depth interview). This type of interview involves fairly rigidly stated questions, but which the researchers do not have to follow any specific, or predetermined order (Grix, 2004). This most popular method of interviewing, Grix (2004) argues, allows flexibility and pursuit of unexpected enquiry during the interview.

Therefore, semi-structured in-depth interview was used to get deeper insights to journalists, editors, and media managers’ understanding of using social media for professional journalism’s purpose and its impact on the profession. Thus, it was used to complement the quantitative data in such a way gives depth to the overall study. During interviews professional recorder was used and notes were taken. From the onset, in-depth interview helps to verify the quantitative finding to the answers given by similar questions but in different format.

As discussed above, given the interviewee will have much say in in-depth interview is the challenging aspect and to crosscheck what people say is what they actually do, it is amenable to use other method. Therefore, employing observation is advisable.

3.3.3 Observation Method

The observation would take place with the direct observation of the researcher without asking the respondent. It is a commonly used method particularly in studies related to behavioral sciences (Kothari, 2004). This is advantageous to the researcher since it lets to record what is happening at the moment. There are different types of observation. An observation is called structured if “characterized by a careful definition of the units to be observed, the style of recording the observed information, standardized conditions of observation and the selection of pertinent data of observation” (Kothari, 2004:96). However, when observation is to take place without these characteristics to be thought of in advance, the same is termed as unstructured observation (Ibid). He argues that unstructured observation is widely used in an exploratory study, whereas the structured one is proper in descriptive studies. Suffice to say, positivist research widely uses structured observation, whereas interpretivist/naturalistic/constructivist paradigms use unstructured observation. This is due to the reason that it is difficult to separate the researcher from the researched or observer from observed as knowledge is co-constructed; whereas, structured ones argue that the researcher objectively observes separating itself from the researched one.

Basically structured observation is conducted based on schedule while unstructured one’s does not, rather they are used to understand and interpret cultural behavior. Furthermore, in unstructured observation the researcher does not use a checklist since it is not following a prearranged behavior. Attesting to this fact, Given (2008: 907-908) stresses that unstructured observation is “not constrained by checklists and coding schemes; rather, the researcher reports in narrative style about observations that are relevant to the research questions.” In fact, structured observation uses observation to test hypothesis, while unstructured observation provides a rich description in such a way lead to generate hypothesis (Cohen et al, 2007).

Unstructured observation is advantageous in that it helps the researcher to crosscheck what people say is what they actually do. Besides it helps the researcher fill the missing gaps while

using other research tools, provides the whole picture of an issue at study and helps to generate reliable evidence, collect comprehensive and develop rich data. However, as it gives more chance to the observer as they chose what to observe and analyze, so there can be bias albeit this can be attenuated by other research instruments or triangulation.

Unstructured observation is used if the researcher thinks he/she could assume enough data for the research with other methods. Therefore, survey and interview methods were used in this study to gather data. Concomitantly, the researcher has embraced several social media networks and has friends who are mostly media professionals on his social media circle. He has been observing journalists and media outlets online for more than a year besides the experience in media. This implies that the observation involves both online and offline. Hence, this has benefited the researcher to address the basic research questions.

Generally, in this study, the questionnaire was the base to answering the research question, whereas interview and observation were complementary. Therefore, the study is at methodological pluralism. This combination of the three methods, the researcher believes, would minimize bias and strengthen the findings of the study.

3.4 Subjects of the Study

The subjects of the study are journalists in three media institutions and the media institutions themselves. The three media organizations are Ethiopian Broadcasting Corporation (EBC), Oromia Radio and Television Organization (ORTVO), and Fana Broadcasting Corporate (FBC). The media organizations are selected from two different ownerships: Ethiopian Broadcasting Corporation (EBC) and Oromia Radio and Television Organization (ORTVO) are state owned while Fana Broadcasting Corporate (FBC) is licensed for private. This is for the fact that not to be biased while selecting subjects of the study. Thus, the researcher purposely selected the subjects of the study and the justification will be discussed ahead.

3.4.1 Why Three Media Institutions?

Ethiopia's broadcast media outlets are mainly under the control of government. The reason to selecting the above study areas could be justified as the number of journalists those media institutions employ is huge (Birhanu, 2006; Skjerdal, 2012; Birhanu, 2014). This would let the researcher conclude to generalizations based on the finding.

Despite the number of journalists, mainly, the outreach of those media institutions and their role in advancing the issues of the country are factors, the general interest issues they raise as well. The latest technology those media institutions developed also attracted the researcher. Additionally, digitalization is underway and these institutions are playing the greatest role in the country's media sphere. The capacity of the stations can be another factor. Capacity in a sense, the several channels or branches those stations owned in several places in Ethiopia is worth mentioning to be mentioned under factors that pushed the researcher to select them. As a result, the three institutions would be worth studying.

Getting the exact number of journalists in Ethiopia is challenging. This is due to the fact that there is no a strong professional association that would encompass all under one umbrella and the lack of independent organ that would record and archive the records. Due to this, Birhanu conducted a census in 2010 and found there are about 1, 391 journalists in Ethiopia of which 1, 196 work for state media (Birhanu, 2014). Lately, the study by Electoral Reform International Services (ERIS) identifies that there are about 1, 650 journalists in the country (Ward, 2011).

Since then however, many journalists from private media have found themselves in prison and several media crackdown have also happened in the state media. Despite the number of journalists who lost their job, recently, new media structure is in action in three media institutions. As a result, the researcher believes that there would be a paradigm shift in the number of journalists. Therefore, a census was conducted by the researcher in such a way to determine the sample size for the study. The finding shows, a total of 719 journalists are working in three media institutions. It is from this number of journalists 145 were selected using proportionate stratified random sampling method. During the study, care was taken not to overlap the respondents and interviewees.

3.5 Methods of Data Presentation and Analysis

It is mentioned that the study employed both research methods (qualitative and quantitative). Since the methods of data collection are different, the data obtained within these methods had been analyzed accordingly. The long interviews the researcher had with journalists, editors and media managers were transcribed and quoted with great care. So the analysis and presentation would be both in a form of numerical and interpretation. The data that was collected through questionnaire was analyzed by using descriptive statistics. Descriptive statistics is a way to condense and organize data in a meaningful way in such a way it would be easier for interpretation (Wimmer and Dominick, 2011). As a result, percentage, numbers and statistics were used. Additionally, the research questions were answered while analyzing and presenting the collected data with the help of words, tables, studies with the support of theories as well.

3.6 Social Media Research

Social media research includes research activities where the data used for the study gathered from social media communities or networks. This emerging research would include journalists and media institutions presence on social media. Given the impact of social media being global within short period of time, it is becoming a key concept in academia, research centers and among think tanks. Besides using traditional methods of data gathering and analysis, there are coming new ways of decoding messages of social media, analyzing them as well (Russell, 2011). This social media mining has evolved several disciplines of which marketing research is one (Poynter, 2010). Furthermore, the new platforms are serving as research tools and instruments in research dialogues, thus there comes a new way in the method of data gathering and in ethics of research (Minocha and Petre, 2012).

Being the new research field, the presence of social media research in social science research is rapidly evolving. On the other hand, the growing influence of social media that has come with the fusion of sociology and technology is advancing a lot to develop the traditional journalism research methods and theories. Thus, the increasing network of a society would enhance and ensure social media and online research methods.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

Based on the objectives of the study, data were collected by using both the quantitative and qualitative instruments of research. In this study, descriptive statistics is used to present the quantitative data. Whereas, the qualitative data is presented using the power of words, theories, literatures, studies, and reports. The qualitative data, mainly the in-depth or intensive interview, is presented after it is transcribed. Essential and sound anecdotes were cited from recorded long interviews besides notes taken during observation and interview.

Therefore, this chapter deals with the presentation, analysis and discussion of the findings in a manner that is understandable. The rationale of the study as stated in the first chapter of the study was to examine journalists and media outlets use of social media networks in Ethiopia. What journalists use social media for and to what extent they use it for journalistic purpose were among the objectives of the study. Besides, media institutions use of social media for journalism purpose is studied. The impact of the rise of social media networks and their effects on the Ethiopian media landscape, including the potentials and challenges are explored as well.

Since the study involves both research methods (quantitative and qualitative), the data will be presented ahead of analysis and discussion. The quantitative method is a survey questionnaire. These questionnaires were distributed to randomly selected 145 journalists in three media institutions, whereas, 17 in-depth interviews were held with journalists, editors, and media managers. Furthermore, an email interview was conducted with a media researcher to complement the quantitative research instrument, survey. The results of interview and the observation which are the other instruments in this study will be discussed along with the findings of other tools in this chapter.

4.1 Quantitative and Qualitative Data: Presentation, Analysis and Discussion

Among the 145 survey questionnaires distributed to journalists in three media institutions, 138 of them were completed and returned to the researcher. Therefore, the response rate is 96% and it is excellent.

4.1.1 Demographic Profile of Journalists

Table 1 Gender of respondents

No.	Gender	Frequency	Percentage
1.	Male	94	68%
2.	Female	44	32%
Total		138	100%

The above table shows that the majority of respondents are male (68%) and female constitutes (32%). Although the sample to select respondents is done randomly, the male journalists formed the largest share in the sample. Auspiciously, this would show the gender distribution of journalists in Ethiopia that still is a male dominated field of profession (Birhanu, 2014; Agaredech, 2014). The sample for the study shows that female journalists would account just only one-third of journalists in Ethiopia, whereas male accounts two-third of the total number of journalists in the country. This male dominated media industries remain the same when compared to the number of journalists that used to work before seven years (Birhanu, 2014).

Table 2 Journalists age distribution

No.	Age Interval	Frequency	Percentage
1.	20-25	33	24%
2.	26-30	64	46%
3.	31-35	25	18%
4.	36-40	12	9%
5.	41-45	2	1.5%
6.	Above 46	2	1.5%
Total		138	100%

Table 2 shows that the age distribution of journalists in the taken sample are aged between 26-30 constituting 46%, followed by 20-25 aged journalists that formed 24% of the sample. This shows that 70% of journalists in Ethiopia are aged below 30 and 97% of journalists are below age 40. Above 40 age journalists only account 3%. This shows that journalism is a young profession and embraced by the youth in Ethiopia. Even the age journalists' joining at media institutions is getting younger than it was seven years ago (Birhanu, 2014). Birhanu (2014) posits that there is an age distribution difference in media industries that shows journalism is a younger person's profession. Compared to social media use, it is the younger generations that are adept at using social media.

Table 3 Media institutions journalists produce content for

No.	Media Institutions owned by	Frequency	Percentage
1.	Government (State)	107	77.5%
2.	Private	31	22.5
Total		138	100%

This table shows that the number of journalists that work for state media is more than two-thirds of that of journalists working for private media. The number of journalists that work for state media formed 77.5%, whereas the number of journalists who work for private media accounts 22.5% of the total sample in this study. This implies that the number of journalists working for state and private media in Ethiopia is without equal. This is due to the fact that the majority of journalists in Ethiopia work for broadcast media that is mainly owned by the government (Skjerdal, 2012) and the number of journalists working for private media is low (Birhanu, 2014). Seen broadly, this is the result of the yesterday regimes as the private media has only few decades of age in the Ethiopian media industry.

Table 4 The medium type journalists produce content for

No.	The Medium Type Journalists Produce Content For	Frequency	Percentage
1.	Television	63	36.5%
2.	Radio National (AM)	65	38%
3.	Radio (FM)	34	19.5%
4.	Online and Website(Social Media)	10	6%
Total		172	100%

The above table shows that the great share of journalists produce content for Television (36.5%), followed by national service radio (38%). The late comer FM radio has 19.5% of journalists to produce content for, whereas online and website (social media) accounts the lowest (6%). Basically, Television medium is only available at state media and the sample of online and website (social media) only represents Ethiopian Broadcasting Corporation and Fana Broadcasting Corporate.

The broadcast media in Ethiopia, for the most part, is under the directive of government. It has employed many journalists and the structures of the stations allow journalists to produce content for more than one medium. That is why the frequency goes high to 172 beyond the number of journalists. I.e. A radio journalist would produce content for television, a radio journalist who mostly listened at national service would have a program in FM radio too. However, online and website (Social media) journalists only work for their departments. This department is called online and monitoring department at Ethiopian Broadcasting Corporation and website department at Fana Broadcasting Corporate.

Table 5 Journalists level of education

No.	Level of Education	Frequency	Percentage
1.	Certificate	0	0%
2.	Diploma	7	5%
3.	BA/BSc Degree	116	84%
4.	MA/MSc Degree	15	11%
5.	Doctorate Degree	0	0%
Total		138	100%

The above table shows that quite a number of journalists earned BA/BSc degree(84%), whereas MA/MSc holders are 11%. Diploma holders would account 5% of the total sample. Birhanu (2014) posits that there is a dramatic change in educational background of journalists when compared to a research conducted nine years before. The educational background of journalists has improved than it was, Birhanu contends. The number of degree holders increased and the certificate holders jumped to Diploma or Degree. Thus, in this research there was no working journalist neither with a certificate nor with a PhD in Ethiopian media institutions.

Table 6 (below) shows that many journalists included in the sample are reporters forming 34%, followed by senior reporters (24%). Above editors accounts 6% that include editor in chiefs, desk head, vice directors, directors and above. Seen together, 58% of journalists are reporters, 21% are producers, and 15% are editors. In some institutions senior producers are turned to editors and would be given the responsibility of an editor. The job titles of journalists are awarded to journalists based on their activity, experience, and other factors albeit the structure of the stations and the media culture of the institutions matters most for this to happen. According to new structures launched in media institutions, there is a title called reporter one, reporter two and the same for senior reporter. In this study however, it is used under one title called either reporter or senior reporter.

Table 6 Job titles of Journalists

No.	Job Titles of Journalists	Frequency	Percentage
1.	Reporter	47	34%
2.	Senior Reporter	33	24%
3.	Assistant Producer	15	11%
4.	Producer	14	10%
5.	Senior Producer	8	6%
6.	Editor	13	9%
7.	Above Editor	8	6%
Total		138	100%

Table 7 Languages journalists are working in

No.	Languages journalists work in	Frequency	Percentage
1.	Amharic	62	42%
2.	Afaan Oromoo	51	34%
3.	Somali	2	1.5%
4.	Tigrigna	5	3.5%
5.	Afar	3	2%
6.	English	15	10%
7.	French	2	1.5%
8.	Arabic	8	5%
9.	Sign Language	1	0.5%
Total		149	100%

Had it been with the number of journalists, the study would have had a total frequency of 138 for the language journalists are working in. However, as shown in table 7(above), since there are journalists who are capable and employed to do in two languages, but not deliberately, the above data goes the way it is. This is the same with the medium journalists produce content for (table 4). For instance, at Fana Broadcasting Corporate journalists will report both in Amharic and Afaan Oromoo, those who are capable. Things are the same in other media institutions as journalists work in English and Afaan Oromoo, English and Amharic as well. This would be taken as a way to save media institutions expenditure for reporting. Someone who went somewhere would provide a report in multi-language. Because of this, sometimes, media managers would think this before sending someone to field for an assignment. As shown in the table 7, the language distribution of the sample is wide and all media languages that operate at federal level in Ethiopia have been included.

Table 8 Journalists years of experience

No.	Years of Experience	Frequency	Percentage
1.	1-5	80	58%
2.	6-10	45	32.5%
3.	11-15	9	6.5%
4.	16-20	3	2%
5.	Above 21	1	1%
Total		138	100%

The majority of journalists in this survey questionnaire have 1-5 years of experience in media work (58%), followed by journalists who stayed in media for 6-10 years (32.5%). This implies that 90.5% of journalists have below 10 years of experience. The more the number of experience goes, the more the frequency of journalists descends. Journalists who have more than 11 years of experience are below 10% of all journalists. This does tell that journalism in Ethiopia is filled by mobile journalists who use the profession as a way to brand themselves and look for economic

and other benefits outside. Weaver (2005) argues that this would be moderately common trend in many countries. Basically, the factors cannot only attributed to economic benefits as dissatisfactions with regard to lack of professional media environment and others are common in Ethiopian media industries (Shubba, 2014).

Table 9 Media departments journalists are working in

No.	Media Institutions departments Journalists working in	Frequency	Percentage
1.	News and Current Affairs	72	52%
2.	Educational Programs	32	23%
3.	Entertainment Programs	15	11%
4.	Two or three of the departments above	19	14%
Total		138	100%

Table 9 shows that journalists working under news and current affairs are the majority (52%) and educational programs follows with 23%. Especially journalists in departments of regional languages of media institutions at federal level are supposed to participate in news and programs as well. Therefore, in this research they account for 14% surpassing entertainment program journalists that account 11%. Although this has happened accidentally, it would help the research in identifying whether a change in departments would have impact in using social media.

4.2 Ethiopian Journalists Embrace Social Media Networks

Table 10(below) shows that Ethiopian journalists have embraced social media, all in all. Even though, to the best of the researcher’s knowledge, there are no prior researches in the country with regard to the use of social media among journalists, all journalists (100%) have taken social media presence. It includes the key interviewees as well. This could be attributed, of course not partly, to the demographic nature of journalists in Ethiopian media industries.

Table 10 Journalists use of social media networks

No.	Journalists Use of Social Media Networks	Frequency	Percentage
1.	Yes	138	100%
2.	No	0	0%
Total		138	100%

As social media is a recent phenomenon and highly embraced by the youth, so do journalists in Ethiopia. This is a big opportunity by itself to keep professional journalism work and to make journalists aware of what the public wants. Compared to other country journalists, journalists in Ethiopia also embraced social media like their fellows in UK (Cision, 2015) and Ireland (Heravi et al, 2014). This is due to the fact that social media brought a global impact in short period of time and blur the lines between a journalist and an audience. Above all, the users of social media have come to contend the role of journalists.

The development of new forms of media on the Internet means that the distinction between producer and consumer is becoming more difficult to discern. Blogs and different types of social media create new social arenas in which journalists and citizens meet as equals (Stigbrand & Nygren, 2013:18).

By their very nature social media is, probably, the first media owned by the people or society. If so, embracing social media is seemingly must in the age of technology savvy society and world. If journalism is about the people who are changing globally, a journalist who is there to a surrogate the people needs to cope up with those changes. If the people is changing its way of communication so should the journalist. Therefore, Ethiopian journalists embracing of social media are important.

4.3 Social Media among Journalists in Ethiopia: The Purposes of Use

Journalists give various reasons for their use of social media. A few journalists reasoned, “to meet friends and discuss on issues.” The majority of journalists reasoned out that they use social media for information purpose although with diverse justifications. Some justified that they use

social media to get connected to the world and to keep updated themselves with what is there. Their reason include for personal and professional purposes.

I use social media for personal development. I do use it to develop my profession. To follow and know what the world is up to (Interviewee 2, May 22, 2015).

Another interviewee for the study replied that, “I use social media more for personal purpose to get food for thought.” He argues that the vast information he consumed is vital for him to keep his mind alive. There are journalists who use social media for the sake of knowing what really the audiences want to listen.

As a journalist, I must think what attracts audiences. As a result, I use social media as it enables me to have a fresh angle. Previously, you must read many books to produce a program or news. You must go here and there to borrow books. Now, I get all at the same place (Interviewee 13, May 15, 2015).

There are journalists who use the social media because “it is the fashion of the day,” “to have a new information and to share it with others,” “to look an idea and make a plan,” and “to get a clue so that to make a program or news out of it.” These have to do a lot with their daily activities. In addition, there are others who use social media to strengthen their profession. An editor told the researcher that, “I use social media to develop my knowledge. It helps me to develop my profession and see things from different perspectives.”

Journalists also use social media to get what is missed from the conventional media they follow most. A journalist responded that he uses social media “to get informed about issues ignored on national (government) media.” Another journalist also reasoned that, “I browse social media just to get the untold part of a story. It helps me to be rational.”

Although the purpose varies, the motive of use is similar from a reporter to an editor. An editor exclaimed that she “uses social media 7-8 times a day just to check what is there (issues on social media).” This is also very common with media managers. A media manager claims that social media is very important for managers to provide directions and to get overlooked issues. Another media manager told the researcher that he uses social media “not to provide information, but only to look around. I browse several social media sites to see what the world is up to.” This manager is online the whole day to grab up-to-date information that comes to his social media circles.

Generally, it is easily understandable that journalists and media managers see social media as very important media of choice regardless of the purpose. Even some journalists explained that they do not feel good if they did not access to their social media account. A journalist says that he would assume he will be left disconnected if he does not have access to social media.

Social media is a big source of information for me. If I left for somewhere for a personal affair and disconnected from internet, I would feel empty as it creates a big information gap (Interviewee 12, May 21, 2015).

This shows that journalists assume that they would be disconnected from the social media sphere if they do not access to their account. They do witness a gap if they are far from social media. That is why it is common to hear journalists say “allow me to check my account once” if the computer is busy at office, the researcher observed. This is the most common characteristics of a modern society. In the age of digitalized communication, networking is ubiquitous.

Accordingly, a network society theory states that the modern society is a network of individuals. Manuel Castells (2010) clearly argues that society is moving towards more networked form of communication. And in this communication sphere the flow of information is immense.

The communication foundation of the network society is the global web of horizontal communication networks that include the multimodal exchange of interactive messages from many to many both synchronous and asynchronous (Castells, 2007: 246).

The network society is a global society. Although this does not mean everyone is included so far, but everybody is affected by the process, argues Castells. Therefore, disconnecting from this network would bring exclusion and marginalization.

Table 11(below) shows that journalists mainly access to internet to browse social media at work place than any other places (48.5%). This would be followed by the use of Smartphone, mobile (cell phone) or tablet to access internet to use social media (37%). Journalists rarely use internet cafes to access their social media account (14.5%). Economic factors of journalists and internet connection access problems (Feyisa, 2011), partly, can be attributed to the choice of journalist’s access of social media at the office. Basically, this is not because the internet access at media institutions is good enough to fulfill journalists’ interest of using social media. Internet access at ERTA (today’s Ethiopian Broadcasting Corporation) is merely 18% (Gebeyehu, 2011) and that of ORTVO is low (Feyisa, 2011), but it is there journalists much access the internet.

Table 11 Journalists access to internet to use social media

No.	Where Journalists access to Internet to Use Social Media	Frequency	Percentage
1.	@Office	124	48.5%
2.	Smartphone, Tablet, or Mobile	94	37%
3.	Internet Café	37	14.5%
Total		255	100%

4.3.1 Journalists Choice of Social Media Types

Table 12 Social media types journalists use in Ethiopia

No.	Types of Social Media Journalists Use	Frequency	Percentage
1.	Facebook	137	24.7%
2.	Blogs	25	4.5%
3.	LinkedIn	30	5.4%
4.	Wikipedia	70	12.6%
5.	Twitter	59	10.6%
6.	YouTube	117	21%
7.	Google+	91	16.4%
8.	Pinterest	4	0.7%
9.	Instagram	8	1.4%
10.	SoundCloud	2	0.4%
11.	Others	12	2.2%
Total		555	100%

The above table shows that except one all journalists use Facebook (24.7%). This is followed by YouTube (21%) and Google+ (16.4%). Wikipedia takes the fourth place with 70 journalists, almost half of all journalists (12.6%). Twitter is on the fifth floor as per the use of journalists (10.6%). Although journalists in Ethiopia embrace other social media networks like LinkedIn (5.4%), Blogs (4.5%) and others (2.2%), they are not common to many journalists like that of Facebook and YouTube. Others include social media sites like WhatsApp, Messenger, WeChat, Livemocha, Tango, Tumblr, Badoo, and Tagged.

The choice of social media types of journalists in Ethiopia has to do a lot with their African fellows and the rest of the world. Journalists in Kenya embraced Twitter and Facebook than other social media networks (Tomno, 2012). This can be well attributed to the popularity of Facebook and Twitter all over the globe. I.e. Facebook is the top social media site embraced by billions in the world. Unlike Ethiopia, in some developed countries, the use of Twitter by journalists, professionals, and politicians is more popular than Facebook. For instance, in UK the most popular social media site among journalists is Twitter (75.1%) followed by Facebook (56.7%) and Google+ (41.2%) (Cision, 2015). Globally, however, the choice of social media among journalists is different. According to global social journalism study, Canada and Britain journalists favor Twitter, but low among Germany journalists, whereas LinkedIn is more popular among journalists in US than in Finland (Cision, 2012).

4.3.2 The Digital Divide among Journalists Social Media Use

Although the data of the questionnaire find out that all journalists embrace social media, the interview and observation of the researcher find out that there are journalists who do not embrace social media. This is a pressing issue. In this age of digital information it is not only media institutions, journalists as well shall keep up themselves with the technological changes. Surely, this is a way to fit the digital journalist.

There is a difference between journalists who embrace social media and those who do not. Journalists in three media institutions the researcher approached as interviewees exclaimed that, although rare, there are journalists who are out of the world of social media. A producer at Oromia Radio and Television Organization exclaims that there are journalists these days who would ask “what the hell is this Facebook?”

The disparity with the use of social media would create a digital divide among journalists. Journalists believe that those who use social media “have a rich information,” and “have the ability to see things from different perspectives.” Whereas, those who do not use social media will, “have only their experience to tell, mostly do not have updated or current information,” interviewees told the researcher. An editor in chief for current affairs at Fana Broadcasting Corporate testifies that there is a difference between journalists who do utilize social media and those who do not, even though they joined the network.

There is a difference on utilizing social media. You can see the difference when someone hosts a talk-show (Interviewee 14, May 19, 2015).

Others also argue that those who do not use social media look for information from those who do use. A journalist says that those who are not familiar with social media are “passive and get to know things lately.” An editor in chief for entertainment programs also exclaims that there is a clear difference between the two. This is a divide among journalists. Inauspiciously, those who do not use social media may get help from their friends and other colleagues; however, it is difficult for them to remain relevant in the near future.

The number of such journalists is a few. These journalists are, mainly, who are aged and have less interest to know the changing media landscape. Hence, this is a new digital divide between those who embrace social media and those who do not (Hedman & Djerf-Pierre, 2013). Certainly, this would have an impact on the activities of journalists as they would not fit the journalist in the age of social media. This is because in this digitizing world of journalism it is not only media institutions, but journalists in Ethiopia as well should also fit the journalists of the modern age. Otherwise, such journalists would remain aside in this techno-savvy world and technologically excelled journalism.

4.3.3 Journalists Social Media Presence

Table 13(below) shows that journalists spent a promising time to access social media, many times a day (66.7%). This means two-thirds of journalists use social media not once a day, but many times a day. 28 journalists that account (20.3%) access social media on daily basis (at least once a day). This means 87% of journalists in Ethiopia access social media regularly despite the frequency. There are others who access their social media account a few days in a week (10.9%).

Although the number of journalists is very few, there are others who often not use social media. They use social media once a week and a few days in a month, 0.7% and 1.4% respectively. Compared to Ethiopian journalists, half of the numbers of journalists in Ireland use social media on a daily basis (Heravi et al, 2014).

Table 13 Journalists rate of using social media

No.	How Often Journalists Use Social Media	Frequency	Percentage
1.	Many times a day	92	66.7%
2.	Once a day	28	20.3%
3.	A few days in a week	15	10.9%
4.	Once a week	1	0.7%
5.	A few days in a month	2	1.4%
Total		138	100%

Although there are no prior researches, to the best of researcher’s knowledge, with regard to journalists’ social media use in Ethiopia, the finding shows that journalists more regularly use social media. Compared globally, UK journalists use social media regularly for four hours or more a day although the trend has declined during the last three years (Cision, 2015). Seeing from the psychology of learning, the more a journalist spends a time on social media, the more informal way of learning of the journalist increases from the media he/she consumes. This might have an impact on the way journalists perceive their audiences and what those audiences are looking from the media and journalists. This is due to the reason that the social media is a sphere where any user produces content and participates in a discussion with others regardless of a boundary or profession.

4.3.4 Personal and Professional Use of Social Media among Journalists

Table 14 shows that the majority of journalists use social media for both personal and professional purpose (92.7%), whereas only six journalists use social media merely for

professional purpose (4.3%). The rest four journalists (2.9%) use social media for personal use only. This does tell that journalists would develop an amalgamated identity on social media networks.

Table 14 The purpose of using social media

No.	The Purpose of Using Social Media	Frequency	Percentage
1.	For Personal Use	4	2.9%
2.	For Professional Use	6	4.3%
3.	For Both	128	92.7%
Total		138	100%

Of course it is challenging in a global media environment, journalists use the new sphere both for personal and professional use without demarcation. In fact, the fluidity of demarcation would blur the relation between a journalist, an audience, and source. Thus, this would have an impact on the overall media environment. Nevertheless, this is a different story for the majority of journalists in UK (Cision, 2015) and journalists in Ireland (Heravi et al, 2014) since they use social media for professional purposes.

4.3.4.1 The Personal and Professional Use Dichotomy

As shown in the above table (table 14), there are journalists who use social media for personal and professional purposes. However, it seems that those who use social media for journalistic purpose would benefit more than those who do use for personal purpose. This can be justified that the one who use social media for professional purpose would favor audiences than the other. This is due to the fact that social media is the media of audiences. To the flip side, there can be professional challenges as well, in that there would be a problem of demarcation between journalists and audiences. Indeed, journalists have the right to use social media for personal use.

In an emerging communication space like Twitter, which can be used for everything from breaking news to banality, journalists have far greater license to write about whatever strikes their fancy, including the mundane details of their day-to-day activities” (Lasorsa et al, 2012: 24).

There are journalists who are so skeptical to social media contents and use social media merely for personal purpose. Just to meet friends and communicate the entertaining part of issues. This is challenging by itself for journalists where today audiences are so bold to ask questions online.

Lasorsa et al (2012) argue that although journalists use social media for personal purpose, however by default, it does appear public or the public may perceive journalists deed on social media as representative of their media organization. Therefore, journalists' personal use of social media cannot guarantee them to use their account merely for personal purpose (Hermida, 2012). Therefore, several media institutions including BBC, Reuters, CNN, AP and other big media outlets have produced guidelines for journalists and media organizations on social media use.

However, this is not without problems because journalists may challenge such guidelines saying it is against individual freedom (Opgenhaffen & Scheerlinck, 2014). Due to this, media institution like Bloomberg failed to produce social media strategy that would separate personal and professional use of social media for journalists (Hohmann, 2011). In fact, despite the fact that journalists' are using social media for professional purposes in Ethiopia, there is no social media strategy that states journalists' use of social media for personal or professional purposes.

4.3.4.2 Journalists Personal Use of Social Media

The below table (15) shows that journalists in Ethiopia use social media for personal purposes mainly to meet friends (17%) and to keep up what is an issue on social media (16.6%). Seventy four journalists that formed 16.3% of the sample use social media for personal use of discussing on social issues, followed by those who use to chat and entertain (15.7%). Some others use social media to share photos and ideas (12.8%), to share feelings (11.5%) and for a relationship (10%). This implies that journalists use social media for socialization purpose.

Journalists argue that it is not uncommon to see some journalists sharing their daily activity on social media including their travel and the place they had dinner. Some journalists exclaim that such activities are trivial than social. The researcher observed that journalists commonly share a photo they had an interview with, probably, an artist, national figures like athletes, celebrities, musicians, officials and other notable persons. Others are active on writing birthday wishes, wishes for celebrations and others that are humanistic enough to share with others. Of course,

this way of using social media would not make journalists show different identity when compared with other users of social media networks.

Table 15 Journalists personal use of social media

No.	Journalists Personal Use of Social Media	Frequency	Percentage
1.	To share feelings	52	11.5%
2.	To share photos and ideas	58	12.8%
3.	To meet friends	77	17%
4.	To discuss on social issues	74	16.3%
5.	To chat and entertain	71	15.7%
6.	For relationship	46	10%
7.	To keep up what is an issue on social media	75	16.6%
Total		453	100%

4.3.4.3 Professional Use of Social Media among Journalists

Table 16 shows that the professional use of social media among journalists is to find news and information (12.5%). This is followed by using social media to share information with others (9.7%). Of total number of journalists in the study 84(9.2%) use social media for breaking news. The same holds true for journalists that use social media to follow sources and media outlets update (9.2%). This can be seen as journalists use social media to check what other media does (8.9%). Journalists in Ethiopia rarely use social media to get feedback from audiences (4.6%), to engage on discussions with audiences (2%), and to invite audiences to follow their programs or news (3.2%). In fact, there are journalists who use social media to see what people are talking about (8.4%).

Table 16 Journalists professional use of social media

No.	Journalists Professional Use of Social Media	Frequency	Percentage
1.	To find news and information	113	12.5%
2.	To get feedback from audience	42	4.6%
3.	To check what other media does	81	8.9%
4.	To promote and distribute your work	43	4.74%
5.	To look an idea and produce it to big stories	67	7.4%
6.	To share information with others	88	9.7%
7.	To invite audiences to follow your program or news	29	3.2%
8.	To find out what people are talking about	76	8.4%
9.	To engage on a discussion with audiences	19	2%
10.	To follow sources and media outlets update	84	9.2%
11.	Because your editors and media want it	10	1.1%
12.	For breaking news	84	9.2%
13.	For networking	32	3.5%
14.	To follow important people	45	4.9%
15.	To download and upload audio/video	59	6.5%
16.	Just only to see what is going on	26	2.8%
17.	For personal branding	9	1%
Total		907	100%

This implies that journalists are not using social media to improve their relationship with the audiences on social media sphere although the platform praised most for the fact that it let journalists to have access to the people they serve, who are formerly known as the audience (Flew, 2009). However, despite journalists are less likely to have engagement with audiences,

they go to social media to find out what the people are talking about (8.4%). This means that they are keener to know what the people talk than engaging with them. This would be, probably, to keep their demarcation between themselves and audiences. Or else to distance themselves from audiences for the reason that, although partly, they are less serving what audiences are looking from them. More importantly, it seems that it is the lack of professional journalism culture that deters journalists from engaging with audiences on social media.

There are also journalists who do use social media just only to see what is going on (2.8%). However, the lowest use of social media among journalists are because their editors and media they work for want it (1.1%) and to brand themselves (1%). This implies that journalists are not encouraged to use social media by their bosses. In addition, something worth mentioning on the use of social media for professional use among journalists in Ethiopia is that almost half of them are using the new sphere to look an idea and produce it to big stories (7.4%).

In accordance with the questionnaire, with the use of intensive interview the researcher finds out that the vast majority of journalists use social media to have an idea and produce it to big stories. The chief executive officer at Fana Broadcasting Corporate argues that “social media does not provide full information of news, but it could initiate a journalist to do it. And this is an input.” Another journalist confirmed that “I get tips from social media then I will add other sources to produce news and program.” Therefore, journalists are using social media as a space where to gather ideas that are capable to be big programs or news.

Compared with journalists in UK, journalists in Ethiopia less likely use social media to promote their content, whereas publishing and promoting content and sourcing from social media are the two most important reasons journalists use social media in UK (Cision, 2015). This has a lot to do with the level of professional competence and the number of social media users in a nation.

Table 17(below) shows, journalists responded that they use social media for journalistic purpose always (very often) (34.8%), followed by often (31.8%). Journalists that sometimes use social media for professional purpose are (19.7%), whereas those who rarely use are only 4 forming 2.9%. There is also a journalist that never used social media for professional purpose (0.7%).

Table 17 The extent journalists use social media for professional purpose

No.	The Extent of Professional Use of Social Media	Frequency	Percentage
1.	Very often (always)	48	34.8%
2.	Often	44	31.8%
3.	Sometimes	41	29.7%
4.	Rarely	4	2.9%
5.	Never	1	0.7%
Total		138	100%

The more journalists use social media, the more they would understand what the users are talking about. Hence, it would let journalists find what interests the people. However, whose voice is being heard on social media is still a moot question. In addition to the views of the respondents, interviewees exclaimed that the use of social media for journalistic purpose is not common always. There are determinants one has to know. An editor tells that, “it is the media you work at that matters most to use social media for journalistic purpose.” This implies that the structure in media organizations, the freedom journalists enjoy, main aims and the journalism model that media institution follows can be factors to use a content one gets from social media.

Therefore, it seems that the extent a journalist uses social media for professional purpose does not exactly mean he/she is busy at sourcing and utilizing social media the whole day. This is due to the fact that journalists say they use for professional purpose since their use has a lot to do with information. This includes getting informed, sharing information, checking what is new on social media, providing and sharing for others, taking an idea for further project as well. I.e. browsing social media and producing items for a day program or continuity purposes.

As shown in the table below (table 18), journalists in Ethiopia use social media mostly to gather and share or provide news and information (49.3%). This is followed by journalists who merely gather news and information from social media networks (42%). The lowest value journalists have on social media is distributing news and information (8.7%).

Table 18 Journalists value most of social media

No.	Journalists Value Most of Social Media	Frequency	Percentage
1.	To distribute news and information	12	8.7%
2.	To gather news and information	58	42%
3.	To do both (two way)	68	49.3%
Total		138	100%

This implies that journalists use social media mainly to gather news and information than providing. Similarly, almost all interviewees exclaimed that they do consume social media than providing content for the platform users or their friends. Nevertheless, the finding shows that journalists would not give credit for social media albeit they look for an idea from it. Knight and Cook (2013:4) argue that “journalists need to understand how to collaborate with users, not simply take from them. Talking, interacting, thanking and crediting all become key.” This might be due to “our up-bringing and personal behavior” says a journalist who witnessed well the issue. The researcher observed that many journalists do not update their status on social media for long. Most importantly, there are other factors that made journalists the way they are.

4.3.5 Journalists Self-censorship goes Online, Social Media

Self-censorship is the infamous issue journalists in Ethiopia are well known for. Even though censorship is prohibited by law in Ethiopia, editors at media institutions are there to practice the other way round (Meseret, 2013). In mainstream media, journalists are well known to censor themselves owing to many factors; fear of repercussion, ownership and low professional media culture are just few to mention. The researcher observed that journalist’s participation on social media is more visible on trivial and entertainment issues than on critical issues.

This is not without a problem. Possibly, there are many factors that make journalists censor themselves on their presence on social media. According to Skjerdal (2010), journalists’ self-censorship is due to discourse of fear. This is well taken by interviewees as well.

Even though I know I do have a noble idea to write about and share, I would not do it. Due to this, I am providing my friends just with tips of information on social

media. I would not write critiques that are well informed. Because there are many concerns I must look at (Interviewee 02, May 22, 2015).

This does not mean that journalists have to write whatever they feel, even that goes with the issue they do on the mainstream media. Rather, as almost all interviewees reasoned, there is a fear, a say that goes with something has happened on journalists who are active enough on social media. The big fear, journalists argue, is surveillance that controls them wherever they are.

Even there are moments in which some journalists views are associated with party politics for the fact that what they did write on social media is against the interest of the government. Therefore, they want to keep loyal to government even on social media. Probably, it is this that made journalists consume social media contents than providing.

4.3.6 Journalists Participation in the Ethiopian Social Media Sphere

Table 19 Journalists rate of participation on Facebook

No.	Journalists rate of participation on Facebook	Frequency	Percentage
1.	I always participate	16	11.6%
2.	I frequently participate	29	21%
3.	I sometimes participate	54	39.1%
4.	I rarely participate	29	21%
5.	I never participate	9	6.5%
6.	I don't use Facebook	1	0.7%
	Total	138	100%

Table 19 shows, it is sometimes that journalists in Ethiopia participate in Facebook discussion forums. They formed 39.1% of the sample. Journalists who frequently participate formed (21%). By the same token, journalists who rarely participate on Facebook constitute (21%) of journalists in Ethiopia. It is only 16 journalists who always participate in discussion on Facebook (11.6%). With the flip side of this, 9 journalists never participated on such discussions (6.5%). There is a

single journalist (0.7%) who does not use Facebook from the very beginning. This question mainly raised for the reason that Facebook is the popular social media platform for the people in Ethiopia with estimated users of more than 3 million (Simengesh, 2015).

It is simple for someone to see discussion forums between users who simply look around the social media sphere of Ethiopia, regardless of the type of issues raised. Some journalists claim that they participate more on social, cultural and entertainment issues than political and other so sensitive issues on social media, particularly Facebook. However, still most of them are not participating on social media well. A senior reporter at Ethiopian Broadcasting Corporation explains that journalists are not openly participating on social media.

Although some others inbox me, most journalists comment me in person instead of commenting on the issues I post on social media, especially Facebook. I would ask them why they do not comment and discuss, and they told me that they do have a fear. I cannot say their fear is baseless. This is because that is the way journalists chose to avoid possible negative repercussions (Interviewee 12, May 21, 2015).

This implies that Ethiopian journalists are not well suited on the platform that makes things interactive, especially for those the media environment is not conducive. Like mass media was at the center of communication system for industrial societies, social media is also for modern or for the network society. However, it seems that journalists in Ethiopia are merely joined the network society and are not participating owing to many factors. The researcher observed that unlike their fellow journalists, especially sport journalists share their opinions including gossips and discuss on social media. It is highly believed by interviewees that sport journalists are freer to criticize and address conflicting issues than those journalists who base themselves reporting politics or other sensitive issues in mainstream media of Ethiopia. Probably, this would mean journalists who are free to do their thought in media institutions would more likely engage in discussion on social media.

Generally, in contrast to Ethiopian journalists, the South African fellow journalists are at the center of debate on social media. Verweij & Noort (2013) argue that journalists network on Twitter in South Africa serve as a free space where a debate takes place. The media and journalists play a leading role in open public debates in such a way enhances democratic decision making. “The role of the journalists was not limited to finding and bringing the news, but also

extended to commenting and inviting the public to take part in topical discussions” (Verweij and Noort, 2013:15). Lamentably though, seen from broad perspectives, journalists in Ethiopia maintain their debate off line, thus close their eyes to the role of social media as public sphere. This is happening even with the absence of guidelines albeit there are immense factors that prohibit them.

4.3.7 The Spiral of Silence of Journalists on Social Media

As table 19 shows, there are journalists whose participation in discussion on social media, especially Facebook is negligible. Basically, private media journalists in Ethiopia face hardships due to their presence on social media and this has let them find themselves inside the bars. This does signal something by itself. It has a message for state media and other media journalists in Ethiopia as well. The researcher observed that journalists are active at consuming than providing contents on social media. A producer and a news show host at Fana Broadcasting Corporate strongly agree albeit she contends that it should not have happened.

I do consume well, but I do not share my views on social media. I need privacy. I do believe many things are not free in Ethiopia. The level of understanding of social media users is a challenge per se. I do have the truth inside but I keep on silent (Interviewee 15, May 20, 2015).

This is the view of many journalists. They tell that they are active on social media as they did respond to the research questionnaire. Indeed, they do access their account several times a day however, the researcher observed that they are less likely providing their views and stances on social media. Another respondent who replied to a questionnaire forecasts the realities. “We journalists are heading to be people and the people is heading to be a journalist.” This has a lot to tell. This means that the people are writing than the journalist do in Ethiopia mainly on social media.

Certainly, this can be well attributed to the surveillance of journalists in the country and abroad in a way to control dissent voices (HRW, 2014). Another journalist strongly claims that the people are freer than journalists. He argues that he does not participate on conflicting issues, but he does share and participate on positive, odd news and information citing there are many factors. Sometimes journalists are not even sure of what exactly prohibits them from participating on such interactive platforms; however, some of them are participating with pseudo

names. This is a different story for the chief executive officer of Fana Broadcasting Corporate. He contends that it is the conservative culture journalists have been raised in that make things the way they are than surveillance that is a case reasoned by journalists.

Journalists silence does mean that a journalist who shall do its job with courage and speaks on behalf of the people is keeping silent—a watchdog being watch dogged. It signifies that a journalist who should be central to information and public discourse is missed. Basically, besides the surveillance of the government, the anti-terrorism law is behind the fear of journalists. Since the enactment of the proclamation (from 2009-2014 alone), 33 individuals have been convicted under this proclamation of which 13 were journalists (Gagliardone & Sambuli, 2015). Thus, this view of journalists has to do with Elizabeth Noelle-Neumann's theory of spiral of silence.

If individuals perceive that their opinions are on the majority or on the rise, they might be willing to speak out. However, if they judge that their opinions are on the minority side or are on the decline, they might decide to keep silent or conform to the majority (Liu & Fahmy, 2011:46).

Thus, as the spiral of silence states, journalists will keep silent for fear of isolation. This implies that those journalists' expression and perception of public opinion results from social media user's perception of the opinion. Two things can be seen here: the social media users and others who are there to follow the journalists.

Journalists argue that there is a fear of isolation if they are to disclose their stance on social media. A journalist says "if you feel confident you can write but, there is a fear." Backing up this idea other journalist stresses "you will be demoted, even get harassed by a guy you do not even know." Basically, these types of stories are not uncommon for journalists. A journalist says he was blamed on work evaluation of the media with a word from colleague saying, "you disregard a democratic developmental ideology." This is for the reason that he discloses his stance on social media. This shows that there is a fear even between journalists, probably with regard to their political orientation. This has a great impact on the daily activity of journalists in such a way push them, for the most, merely to comfort or disregard the idea of others. Suffice to say, Birhanu and O'Donnell (2012) argue that journalists in Ethiopia increasingly face unwelcome dilemma: stay and obey *metazez* or run *meshafat* or go in exile.

The table (table 20) below is a response for the follow up question of table 19 that journalists are asked to reason out if their participation on Facebook is minimal. Therefore, table 20 shows that the response of journalists who would think their participation on Facebook is low or minimal. As a result, the vast majority reasoned out that it is interest that deters them from participation (50.4%), followed by professionalism reasons (16.5%). Security reasons (surveillance) and political reasons are equally chosen by journalists, 11.8% each. Language of discussion accounts (3.1%), where as other reasons formed (6.3%) of the total reasons justified by journalists.

Table 20 Reasons that deter journalists from participating on Facebook

No.	Reasons that Deter Journalists from Participating on Facebook	Frequency	Percentage
1.	Security Reasons e.g surveillance	15	11.8%
2.	Political reasons	15	11.8%
3.	Professionalism reasons	21	16.5%
4.	Interest reasons	64	50.4%
5.	Language of discussion	4	3.1%
6.	Others	8	6.3%
Total		127	100%

Others include mainly lack of time. In the above table, journalists who attributed their reason to surveillance are low which is not expected by the researcher. At the expense, those who cited interest as a reason are vast which actually needs further research. Certainly, the professional identity of journalists itself can be a case. Birhanu and O'Donnell (2015) claim that the authoritarian culture journalists have been brought up has a stake in weakening professional journalism in Ethiopia. This means, they argue that journalists are not bold enough to tell what their true feeling is. On the other hand, the lack of professional media culture, the stiff control from the government and the informal way of monitoring and guiding journalists on online can

well be attributed to the journalist’s response of lack of interest is what deter them from participating in discussions on social media (Skjerdal, 2014).

4.3.8 Journalists Trust and Verification of Information from Social Media

Journalists in Ethiopia trust the information on social media; however, it depends on the information and other factors (88.4%). There are 8 journalists who don’t trust means skeptical to social media information (5.8%). The same numbers of journalists do not depend on issues rather they do trust as it is (5.8%).

Table 21 Journalists trust of information on social media

No.	Journalists Trust of Information on Social Media	Frequency	Percentage
1.	I do trust	8	5.8%
2.	I don’t trust	8	5.8%
3.	It depends	122	88.4%
Total		138	100%

This means there would be a difference between journalists who do trust and who do not in their daily activity. An experienced journalist in the newsroom at Ethiopian Broadcasting Corporation claims that he trusts social media.

Most issues raised on social media are true. The rumor about PM Meles health problem was concealed. It is after social media discourse that mainstream media did coverage as a counterbalance (Interviewee 1, May 08, 2015).

Oppositely, others argue that there is a big doubt about social media information as it is full of emotions, unbalanced views, propaganda and politicizing everything is very common. However, regardless of the content of information released and shared on social media, always it is must for a journalist to be critical to any issue that concerns the public on social media.

Table 22 Journalists validation of social media contents

No.	How Journalists Validate Content from Social Media	Frequency	Percentage
1.	Contacting official sources	67	48.5%
2.	Contacting the social media source	40	29%
3.	Asking other journalists	9	6.5%
4.	I don't use the content I get from social media	22	15.94%
Total		138	100%

The majority of journalists in Ethiopia validate the content they get from social media by contacting official sources (48.5%), followed by contacting the social media source (29%). Others would cross check facts from their colleagues or journalists (6.5%). Oppositely, 22 journalists constituting (15.94%) responded that they don't use the information they get from social media. Interviewees also explain that calling to the place where the issue is raised by the social media, asking concerned officials, asking the social media source, and arriving at the place are techniques journalists in Ethiopia use to verify information they get from social media.

However, as government officials and public relation officers are highly cited in news and information of media industries in Ethiopia, there might be a challenge of getting the exact issue at hand. This can be a case mostly, if the issues are political. That is what journalists exclaim that they do not source social media contents for the fact that verification is difficult. Journalists argue that they are not given a chance to verify information well. Recently, during xenophobic incident in South Africa there was a mismatch between the social media and mainstream media on the number of Ethiopians who died. A journalist exclaims that "I should have been to South Africa to verify well, but I did not. We are doing a translator job than creating news." Even with these circumstances, journalists and media managers in Ethiopia still believe that the people always await them for a confirmation on issues widely told on social media.

Verification is not a simple task for journalists. It is a way to preserve trust in mainstream media however, sometimes there would be a problem with regard to sources. An editor exclaims that

sometimes the government officials respond nothing new than telling as he/she did also see what is on social media. And this is a challenge for verification. Especially, the verification would be tougher if at all the issue is political and controversial, if the place is remote as well. As a good advice, Knight and Cook (2013) recommend that verifying the person, the information, and crowd sourcing are strategies for verifying the authenticity of social media content.

One of the opportunities social media has brought in this age is providing information timely despite that is true or fallacious. And it is the responsibility of journalists and media institutions to validate information. This is due to the fact that verification is the essence of journalism that separates it from propaganda, entertainment or any other activities of partisan in nature (Kovach & Rosenstiel, 2014). Promisingly however, they argue that with the evolving of social media the process of verification has become more public, and more collaborative.

4.3.9 Journalists and the Importance of Social Media

Table 23 Journalists rate of social media importance in their daily activity

No.	Journalists Rate of Social Media Importance	Frequency	Percentage
1.	Not important at all	3	2.2%
2.	Somewhat important	43	31.15%
3.	Important	55	39.85%
4.	Very important	28	20.23%
5.	Extremely important	9	6.52%
Total		138	100%

Table 23 shows that social media is important in the daily activity of journalists in Ethiopia. This group formed more than one-third of the total number of journalists (39.85%). This is followed by the group that assumed somewhat important (31.15%). For 28 journalists, almost one-fifth of the sample, rated social media is very important in their day to day activity. While those who responded extremely important (6.52%) rated that it wouldn't be possible for them to do their job

without social media. The lesser, 3 journalists (2.2%) said social media is not important at all in their daily activity. Seeing the table 22, one can conclude that journalists in Ethiopia are benefiting from social media thus it is important for them. Beyond this, majority of journalists in UK cannot do their job without social media. This implies that the use of social media is extremely important for them (Cision, 2015). Interviewees also contend that social media is an essential tool to journalists of this age in that it provides them ample information across the globe that was not the case before, argue experienced journalists. At the same time, there are moments journalists are also blamed for depending too much on social media and internet.

4.4 Ethiopia: Media Institutions in the Age of Nascent Social Media

Due to the rise of social media, media outlets have changed the way they engage to audiences. This is for the fact that, studies show, social media is not just a fad, but has come to stay. Once media institutions decide to join social media they set a regulation to practice journalism, guidelines. The guideline works for their journalists and for the media institution as well. Thus, new role of media management has emerged, social media management. For this, social media editors who are active on 24/7 basis employed so as to make information available on time and everywhere in this age of information. This has increased a competition between media institutions and makes them more interactive than ever before. Under this topic the use of social media in Ethiopian media industries will be discussed.

4.4.1 Journalists Practice of Social Journalism: Sourcing From Social Media

Table 24 Journalists practice of sourcing from social media

No.	Journalists Sourcing from Social Media	Frequency	Percentage
1.	Yes	61	44.2%
2.	No	77	55.8%
Total		138	100%

As table 24 shows, 77 journalists never ever sourced information from social media forming (55.8%), whereas the rest 61(44.2%) of them responded that they have sourced from social

media. Compared to Ethiopian journalists, however, sourcing news leads and content is among the common use of social media for journalists in Ireland (Heravi et al, 2014). In Africa too journalists are sourcing from social media. Although South African journalists mainly rely on traditional sources, the use of social media sources is increasing among journalists and media institutions (Rodny-Gumede & Hyde-Clarke, 2014).

The vast majority of journalists in Ethiopia reasoned, “I do not trust,” “lacks credibility as most are mere creations,” “my organization does not allow me to cite from social media,” “there was no need of that so far,” and “because it needs further research to validate.” Others argue that there is distorted view from the government towards social media in such a way that it prohibits them from sourcing. The problems of balance, opinion, and the very fact that most of the social media issues are against the many contents of media institutions as well are mentioned by the respondents citing they are the reasons that prohibit them from sourcing social media. This implies that there is a difference between journalists use of social media as a source.

The very fact that the contents of social media are critical is another factor for journalists. A respondent argues that, “mostly, social media raises issues that are against what the government wants us to do under the auspice of developmental media. Thus, they want us to influence the people than to go with the very interest of the people.” The media in Ethiopia, mainly affiliated to the state, is following the development journalism model; however, in practice, to a large extent, the issues raised are success stories that fail to notice critical issues. Due to this, journalists claim that it is social responsibility that prohibits them from using social media for journalistic purposes as a source though, their idea spins around to place the power of social media low.

Others state that social media is seen as a force of destruction by the government and they do not use it. It is due to this, journalists use the information they get from social media for personal consumption than for professional purpose. Those who do use for professional purposes argue that they use the information they get from social media as a starting idea and a clue for further project. Furthermore, this does not mean that they are crediting the social media.

Globally, however, a new model of journalism called social journalism is emerging. “Social journalism is both sourcing from and publishing in social networking sites” (Spangenberg &

Gray, 2013:536). This model stresses that social media is a content resource. Although this is a new practice even to those media institutions who embrace social media well, it is widely seen in global media outlets. In Ethiopia, the social media sphere is yet to mature. Most probably, this has deterred journalists from sourcing social media contents. Auspiciously, journalists believe that there is a change in that users are developing to provide information than merely sharing photos, an activity that was common before on social media.

The many sources that are widely cited by media outlets in the country have not taken social media presence. This can be another challenge; however, journalists differ on citing social media sources. One journalist says that he sources from the social media account of Dr. Tedros Adhanom, the foreign ministry of Ethiopia that is widely known for embracing social media. Others argue that, mainly who work in website departments, they only cite the social media account of the official for website or for the social media account of the station than using for radio or television. With regard to this, the biggest problem is the view of managers towards sourcing social media. Lack of trust, challenges of verification, and the low trend of sourcing are raised by journalists. At the expense of citing the Facebook or Twitter page of news sources, journalists are advised to have the voice or the video of the sources. On the other hand, it is common to see mainstream media in Ethiopia, especially some newspapers and magazines use social media as a source of information (Tesfaye, 2013).

A media manager says that they never sourced from social media, but they do after other media institutions report.

We have not yet developed a culture of sourcing from social media. We are not encouraged to do so as well. We only cite if at all that social media account is attributed by some other media outlet (Interviewee 2, May 22, 2015).

This means that they wait for another media outlet to report for them while they have access to. Thus, it is simple to understand the problem is with verification. This would have an impact on the competitiveness of a media institution. Basically, journalists should have the knowledge and knowhow of social media to utilize it well for professional purpose.

Table 25 Journalists knowledge of social media

No.	Journalists Knowledge of Social Media	Frequency	Percentage
1.	Excellent	13	9.4%
2.	Very good	52	37.7%
3.	Good	49	35.5%
4.	Average	23	16.67%
5.	Poor	1	0.7%
Total		138	100%

The majority of journalists believed that they have a very good knowledge to use and exploit social media. This group formed 37.7%. Around one-third of them responded that they have a good knowledge of social media (35.5%). One-sixth of journalists think their knowledge of social media would be called average (16.67%). Those who rated their knowledge of social media excellent are 9.4%; to the contrary, one journalist has rated its knowledge of social media use is poor (0.7%). This implies that journalists in Ethiopia are good at using social media with knowledge. Certainly, this has a lot to do with their demographic factor, predominantly they are young. This is a promising talent to be exploited by the media institutions. In an age where social media brought a global awareness, journalists' knowledge of social media is always a plus.

4.4.2 The New Professional Divide among Journalists Category of Social Media Use

Table 26 Journalists category of social media use

No.	Category of Social Media Use	Frequency	Percentage
1.	Skeptical (Not active user)	24	17.5%
2.	Conformist (Active user)	110	80.3%
3.	Activist (Very active user)	3	2.2%
Total		137	100%

The above table shows that the vast majority of journalists are active users (80.3%). This does mean that they are conformists. There are also who think they are skeptical or not active users (17.5%). On the other side, however oppositely, there are activists (very active users) forming the lesser category (2.2%). The majority of journalists are active users' does mean that they are curious to each and every issue on social media (as table 13 shows). They access their social media account many times a day. This implies that most journalists in Ethiopia are active users—conformists. Conformists are those who use social media with caution to seek information and adept at ambient scanning of social media contents. This could reinforce an argument that says most journalists in Ethiopia are active users for the reason that they have a good knowledge of social media use.

However, seen critically, there will be a divide between activists and skeptical users in their performance. After researching Swedish journalists, (Hedman, 2013) identifies that there is a difference between three categories of social media users; enthusiastic activists, pragmatic conformists, and skeptical shunners. Activists are few in number, but they use social media for audience adaptation and branding, whereas conformists are regular users of social media though, less likely to produce content for the platform and accept the demarcation line between personal and professional use of social media. Conformists are characterized by ambivalent behavior. The third one is the skeptical. They are mainly older journalists who rarely believe social media is important for journalism and are few in number like that of activists. Thus, there is a new professional digital divide between journalists social media use.

4.4.3 Ethiopia: Social Media Foster Development and Democracy Role of the Media

Social media has a role in fostering democracy and development. As it has been discussed in the literature review part of the study, social media would voice unheard voices, increases the flow of information and empowers individuals to decide on the issues that matters to them most. The same is for development as it could be used to mobilize the wider community for development, especially from the grass root level. It will be used to mobilize the population and expose corruption, election frauds and government misdeeds as well.

Table 27 Journalists view towards social media would enhance media's role in democracy and development

No.	Social Media Would Enhance Media's Role in Democracy and Development	Frequency	Percentage
1.	Fully agree	35	25.36%
2.	Partly agree	83	60.14%
3.	Partly disagree	13	9.4%
4.	Fully disagree	7	5%
Total		138	100%

Table 27 shows, the majority of journalists believe that social media would enhance media's role in democracy and development. 83 journalists that formed 60.14% of the sample responded that they partly agree, whereas 25.36% of journalists claim that they fully agree social media has a role to enhance the role media in Ethiopia is undertaking to address democracy and development. Oppositely, the lesser journalists disagree with such role of social media. They argue that social media would hardly ever have a role to play in enhancing mainstream media's role in democracy and development. When 9.4% of journalists responded that they partly disagree, the rest, 5%, indicate that they fully disagree. This implies that journalists believe social media would help them excel the mission of their media institutions.

Since 2005, mainly state owned and much private but pro-state media institutions in Ethiopia are addressing the role of media in democracy and development. However, there are discrepancies in their ideology and practice (Negeri, 2012). Especially, the interviewees argue that social media would strongly help them address the role they are undertaking in media. They reasoned out that, "social media speeds-up development," "democracy is about empowering the people with information in such a way social media would help us create an informed citizenry." Certainly, one thing worth noting here is the social media sphere of Ethiopia is too critical to the contents of mainstream media while showing the missed gaps. To the flip side of this, the mainstream media less likely entertains such topics. Therefore, combining both would benefit more to address the development and democracy role of media in Ethiopia. However, "less progress is evident in the utilization of ICT to improve democratic ideals" (Zenebe and Abdissa, 2014: 18) in the country.

4.4.3.1 Social Media and Development Journalism: A Possible Partnership

Basically the model of development journalism is a derailed model in Ethiopia. This is due to the fact that the practice is highly politicized and missed its basic principles. It has come to be a propaganda journalism endorsing mainly positive and success stories while overlooking critical issues. It is therefore difficult to media institutions, especially government owned, to keep continuing in this age owing to the evolving of social media. Encouragingly however, journalists argue that social media would assist the sicken development journalism model for the fact that highly critical issues are raised on the new sphere of communication. Thus, social media would fill the gaps, though this does not mean that social media is free of problems. In addition, as information is fundamental to democracy so is to development, especially in participatory development approaches, where social media could be used to emulate best practices and to mobilize the public for better participation and discussion on issues that matter to them most. It is therefore promising that social media would be used along media outlets to bring social, political and economic developments in the society. Media managers also contend that it is possible to make social media purposeful in such a way it will be used by media outlets to address the problems of good governance, which is a good management of development.

4.4.4 Ethiopia: Social Media Improves Media Audience Relationship

Table 28 Journalists view towards social media’s importance in improving media audience relationship

No.	Journalists View of Social Media Would Improve Media Audience Relationship	Frequency	Percentage
1.	Fully agree	56	40.6%
2.	Partly agree	67	48.55%
3.	Partly disagree	10	7.2%
4.	Fully disagree	5	3.6%
Total		138	100%

As table 28 indicates, the majority of journalists agree that social media would have the potential to improve media audience relationship. The majority of journalists (48.55%) responded that they partly agree social media would improve media audience relationship, followed by journalists who claimed they fully agree (40.6%). Whereas, one-tenth of journalists disagree with the view of the role of social media in improving media audience relationship, though the degree varies. Journalists who partly disagree account (7.2%), whereas 3.6% believe that they fully disagree implying that social media has nothing to do with improving media audience relationship.

Promisingly, social media has the potential to improve the media and audience relationship. From the onset, taking social media presence by media outlets is one testimony. Between the years 2003-2008 Britain Broadcasting Corporation had lost 7% of its viewers mainly aged between 16 - 34. In 2008 however, around 40% of surveyed respondents responded that they got their news from internet (BBC Annual Report, 2008-09). This implies that audiences are marching towards social media and other participatory platforms on the internet which in turn changed the way media outlets engage with their audiences. Therefore, to remain relevant and to analyze what the people prefer, joining social media is an option less option. This does tell that media institutions must be everywhere where the public is, since the trend of news and information consumption is changing.

4.4.5 Journalists Management of Social Media

Table 29 Journalists management of social media account with the name of program or show

No.	Journalists Manage Social Media With the name of Program or Show	Frequency	Percentage
1.	Yes	33	23.9%
2.	No	105	76%
Total		138	100%

Table 29 shows that there are journalists who have created and managed a social media account with the name of program or show they handle besides their personal account. They formed 23.9% of the sample, whereas 76% don't have such accounts. This implies that out of four journalists one has a social media account other than his/her personal account to use it for professional purpose. This social media account is managed by journalists without any help or encouragement from the media organizations they work for. However, managing social media is a big task and abusing it is a risk by itself (Friedrichsen and Muhl-Benninghaus, 2013).

Table 30 Media institutions aware of journalist's manage of social media

No.	Media Organizations Aware of Social Media Management	Frequency	Percentage
1.	Yes	14	42.42%
2.	No	19	57.57%
Total		33	100%

The above table is a follow up for the question under table 29. Table 29 shows that there are 33 journalists who do manage social media networks either by the program, show or any other group with the profession of journalism in their organization. Of this, 19 (57.57%) journalists responded that the media institutions they work for do not know this. Whereas, 14 (42.42%) stated that organizations do know. This implies that journalist's management of social media is less known and less controlled by the media institutions. The media managers have paid less attention to social media accounts that is in the name of their institutions and programs. It seems that they are less conscious towards the social media.

4.4.6 Media Institutions Do not Encourage Journalists Use of Social Media

Journalists also responded whether the media institutions they work for encourage them to use social media for journalistic purpose, especially giving them trainings. As a result, table 31 (below) shows that the majority of journalists (61.94%) responded that they do not get encouragement, whereas 38% believed that they are getting encouragement to enhance their

work by utilizing social media. This shows that journalists are not happy with their organization with regard to social media use for professional purposes. By the same token, interviewees replied that they get less training on social media use for job purpose.

Table 31 Journalists view towards the media they work for encourage them of using social media for journalistic purpose

No.	Media Organizations Encourage Journalists Use of Social Media	Frequency	Percentage
1.	Yes	51	38%
2.	No	83	61.94%
Total		134	100%

Journalists argue that they get training once about the basics of social media, but not how to use it for professional purpose. An editor in chief at Oromia Radio and Television Organization exclaimed that “I got training once with BBC world trust. For the most, I make myself learn because that is not enough.” Another media manager claims that he has got training once it was prepared by government communication office; however, he argues that it was not appropriate for a journalist.

I trained with Public Relation officers. We had been told to defend social media campaigns that are directed towards the government. They told us to unlike pages that are against government. Therefore, we were not trained to give information, but to defend government (Interviewee 2, May 22, 2015).

Another journalist also shares this idea. They have been told to use social media for development purposes. In a sense, they have been trained to embrace and promote themselves on social media while the end goal is writing positive stories about Ethiopia. Other media manager also explains that the issue is about to distribute success stories to the social media users. Mainly, it is few journalists who did get such trainings and most of them were middle and top level media managers. Hence, it would be simple to deduct what impact would they have brought when they got to their respective offices. Therefore, it is safe to say journalists receive trainings from

government affiliated institutions to de-professionalize their profession and serve as the role of merely building image of the government.

The finding shows that journalists use social media by their effort and the encouragement and help of the media institutions is limited. An experienced producer at Ethiopian Broadcasting Corporation who aspires to embrace social media tells the researcher that he received training once so far about the basics of social media that lasted for half a day. However, he exclaims that, “leave alone for professional, the training is not enough to use social media for personal purpose.” This implies that they are keen to know more about the social media albeit there is lack of help from the media institutions.

4.4.7 Social Media and Mainstream Media: A Tensile Relationship

Social media and mainstream media in Ethiopia have a tense relationship. This is due to the fact that the mainstream media, especially the broadcast media that is under the directive of the government and seen as a state department, if not in name, generates partial journalism. In contrast, it is the diverging and contending political ideas that largely dominate the social media sphere. Thus, they enabled to make happen networked politics owing to mutating social media besides polarized mass media politics in the country. Auspiciously, social media being in a tensile relationship with the mainstream media, has shown a potential while serving as an alternative media, enhancing political acculturation, and advocating social justice campaigns despite intensifying surveillance and internet filtering in Ethiopia.

As widely discussed in the literature review part of the study, this has a lot to do with the status of professional journalism, press-politics, and state- media relationships in the country. Most importantly, since the media outlets are serving as an instrument of power for the state, oppositely however, social media is fuelling the flames of ethnic politics. It means that mainstream media and social media are feeding the polarization of societies. Likewise, journalists, editors, and media managers contend that there is a paradox between the new sphere of communication and the traditional media they are working at. Almost all spell that social media sphere of Ethiopia is a space where the contents of conventional media is bring into disrepute. An editor estimates that more than 95% of the contents of social media and mainstream media diverge. Auspiciously, a media manager exclaims that there seems a change.

Facebook is highly polarized with the mainstream media. Nevertheless, it seems things are changing. Previously, you can't see pro-government contents on social media; however, recently, during election 2015 you can witness both (Interviewee 17, May 21, 2015).

In fact, social media become a sphere to listen the heart of the people albeit studies are indeed in need to identify the dominant voices heard on the increasing communication sphere. Most probably, this would be the factor journalists are not even sharing the news they produce on social media while it is possible these days. This implies that the new sphere to practice journalism, social media, is not incongruent to the mainstream media. Globally, media outlets are shouting for attention while taking social media presence, mostly however, the relationship is still tensioned in Ethiopia.

4.4.7.1 Dual Identity of Journalists on Social Media and Mainstream Media

Table 32 Journalists identity on social media and mainstream media

No.	Journalists Bi-identity on Social Media and Mainstream Media	Frequency	Percentage
1.	Yes	75	55.55%
2.	No	60	44.44%
Total		135	100%

The above table shows that journalists have developed a different identity on social and mainstream media. Of 135 journalists 75 of them forming (55.55%) of the sample responded that their identity is different on social media and mainstream media. The rest 60 journalists that constitute (44.44%) responded that their identity is the same both on social and mainstream media.

Journalists who responded their identity on social media is different from mainstream media reasoned, “because the government media has no freedom,” “because social media has nothing to do with my job,” “on mainstream media we are told what to do by the government despite the interest of the people,” “because I use social media for personal purpose,” “my stance on mainstream media and social media is different,” and “because I cannot explain the information

I had on the media I am working in.” Therefore, journalists reasoned that their identity is different on social media and mainstream media. A respondent claims that, “in the mainstream media I am governed by the editorial policy and there is stiff control, but on social media it is a free ride.” However, the majority of journalists disagree with the opinion that says social media is free ride for journalists. Rather, they argue that it is a new space to control them. A journalist argues that she witnessed a lot of journalists who write on social media to the flip side of issues they told on mainstream media.

This is very common. Once you work for the media you must be governed under the editorial policy. You preach here (in the media institution) and you write the flip-side out there on social media (Interviewee 15, May 20, 2015).

Not all journalists use social media with their true name. There are many journalists with pseudo names for social media so that they write whatever they like. This is not a surprise for most journalists. An editor argues that “it is common to see a journalist blaming what he/she has been praising for long once left the media institution he/she used to work at.” This is a major problem, but a little addressed issue in the media landscape. Activists who have many followers and have dominated the social media sphere of Ethiopia, although partly, were once journalists. They are exiled journalists turned activists. Therefore, this can be a good topic for further research.

4.4.8 Media Institutions and Social Media: Between Networking and Not-working

In order to see the social media usage among media institutions in Ethiopia, it would be worth to discuss each media institution separately. This is due to the fact that the researcher observes that the uses are different at different media institutions.

4.4.8.1 Social Media at Ethiopian Broadcasting Corporation

The formerly known Ethiopian Radio and Television Agency (ERTA) and the today’s Ethiopian Broadcasting Corporation (EBC, named since June 2014) is a half-century old media institution. Owned by the government, it is the leading media in Ethiopia both in outreach and covering the wide area throughout the country. The outreach is 86% for Television and 96% for Radio (EBC, 2006). It comprises of three television channels; EBC1, EBC2 and EBC3. Additionally, Ethiopian Radio (AM), and two FM radio stations; the pioneer FM97.1 and the recently launched FM 104.7 are also under its directive. The researcher observed that there are many accounts of

social media of this institution both in its former name and with the new name on the widely used social media in Ethiopia, Facebook. However, those accounts are not managed by the institution. A senior reporter at the online and website (social media) department of the media institution claims that it is difficult to manage those accounts.

You can get many accounts with our name. The many accounts are created here in the institutions by program producers and media managers. Many programs and radio stations have accounts. There are others as well from outside since anyone could create. You can only manage and identify yourself if and only if you make your account official (Interviewee 9, May 18, 2015).

He explained that since everyone would create its own account, there is a problem to accept the institution's (the main account) account as theirs. In order to make it official, there should be a payment to the social media company. But this is far from happening. On the other hand, there is a little attention from the station. The senior reporter believes that the station has paid a little attention towards the online medium.

Under editorial policy the station identified it as a medium for the station. To the flip side of this, it is not doing well although having the potential. However, the cost of online medium is low when compared to radio and television (Interviewee 9, May 18, 2015).

Therefore, certainly, it is possible to say the station is networked to social media, but not working. It lies somewhere between. So far, the only social media Ethiopian broadcasting corporation uses is Facebook for the reason that the former website is unable to link additional social media platforms. It is for this reason that the station is promoting email and free call service for feedback and ignores social media. The researcher observed that unlike the main Facebook account, the Facebook site of FM 97.1 is frequently advertised by journalists for comments and feedback.

The Facebook page of Ethiopian Broadcasting Corporation provides news and stories, mainly, that are produced for other mediums. Using contents that appeared on radio and television implies that there is no room for presenting interactively on social media. Therefore, presenting contents for the social media is missing. On the other hand, for the sake of providing verified information it is difficult to get breaking news on the social media account of the station. This does go against one of the characteristics of social media, fast (Taprial & Kanwar, 2012).

The Ethiopian Broadcasting Corporation had no any written paper that tells the use of social media for journalistic purpose in the station until the new editorial policy has been emerged. The new editorial policy that comes with the new name of the station for the first time indicates online medium as a medium for the station alongside radio and television (EBC, 2006). However, the station had been using social media, although not centrally managed, before the ratification of this editorial policy for couple of years. Even now, besides stating online medium is the new medium for the station, there are no written social media strategies for use.

An editor in chief of online and website (social media) at the station argues that they are yet to produce a working strategy of social media for the station.

A new attention is given to online medium in the editorial policy. However, we don't have a manual yet. This manual will explain how, what and other issues to be told on social media. This is different from web. For now, we are just using our commonsense. This has to be solved by the manual (Interviewee 4, June 03, 2015).

By its very nature, embracing social media and online medium is less costly than producing contents for radio and television, however, a low attention is given to social media at the station. One could see the number of likes of Facebook of the station as well. It is less than 70, 000 in May 2015 which is fairly low for a big media institution that works nationwide. The editor in chief argues that they do not pay attention to the Facebook page of the station until they go wrong with their website.

For the last four months our website is not doing well. Therefore, we were using our social media account (Facebook). Our attitude towards social media before and after the failure of the website is different. We came to believe it is (social media) a big media per se. Therefore, it becomes an alternative way to distribute our contents (Interviewee 4, June 03, 2015).

Other pressing issue is the view of media managers towards managing social media. The editor in chief said that there is an attitude of looking social media management as an additional work than as an assigned job. He argues that it is disgusting for workers. After all it is a media that distributes the content of the station despite the number of followers. Generally, it seems that the use of social media at Ethiopian Broadcasting Corporation is unorganized, and given merely a lip service by managers despite the fact that the station has a potential to deliver and embrace social media well.

4.4.8.1.1 Journalists Social Media Abuse, Use and Decisions

The researcher has come across two incidents in which journalists of Ethiopian Broadcasting Corporation have faced some charges against their activities on social media. As widely discussed before, journalists use social media with pseudo names for the fact that they feel secured. However, two journalists who use social media with their real names have been told to stop.

An interviewee told the researcher that the first one allegedly abused social media and gets fined with his salary. The reason is that he wrote on social media saying “Ethiopia gets Ebola” while that was not happened. The other one is a journalist who writes about critical issues mainly ignored on the mainstream media he works at. He writes mainly about language, ethnicity and critical political issues. Basically, what the journalist writes is incongruent with the many contents the station produces. Hence, they are very critical than what the media entertains. In fact, those are issues that should have been entertained by a professional media. He does blog and writes on Facebook for more than two and half years. He had been facing many challenges throughout this time. At last he had been told to stop writing on issues that go against the mission of the media otherwise would lose his job. The researcher observed that he has many followers and developed a social capital on the social media until he stops. He exclaims that this decision has come just after the station enacted a new editorial policy in July 2014. Media managers claim that the draft editorial policy clearly states the use of social media by journalists; however, the final version does not state this. Although it is not mentioned in the final editorial policy, the issue faced stiff resistance from journalists during a discussion on the draft policy. Probably, this has made a change in the final version. Nevertheless, all this has been happening on journalists without having social media guidelines.

This implies that the Ethiopian government follows a selective approach and sets double standard towards the use of social media. The journalist strongly believes that had he wrote about issues that praise government, he would not have faced this problem. For the most part, the Ethiopian government uses internet and ICT to address its political needs than leaving for others to express their views and challenge the status quo. Put crudely, using technological products for alleviating poverty while overlooking democratic deliberation and human right (Zenebe and Abdissa, 2014; Zenebe et al, 2015) is widely seen. Not only to the journalist at

Ethiopian Broadcasting Corporation, the zone nine bloggers and others as well faced such problems albeit further research on the area is in need.

4.4.8.2 Social Media at Fana Broadcasting Corporate

Fana is the first private media institution in radio stream in Ethiopia, especially in the EPRDF era. It was privatized even before the enactment of the law that deregulates the media market in the country (Meseret, 2013). Although it is private, it is a pro-government radio station, argues Meseret. So far, Fana Broadcasting Corporate has a total of 12 FM radio stations in Addis Ababa and regional towns besides owning the only short wave national service for private media in Ethiopia. No private media is as big as this media institution in the country. It is the first media institution to own a media complex as well. By now, the twenty years old media institution is working to launch an online television.

The researcher observed that, probably, Fana is among the pioneer media institutions to have paid attention to social media in Ethiopia. By now, the station uses three social media types; Facebook, Twitter, and YouTube. The station has a Google+ account which is not active and recently joined SoundCloud. The researcher observed and validated from media managers that the Facebook account serves in two languages; in Amharic and Afaan Oromoo. And the Twitter account serves in English although other languages are also shared on it. Essentially, of other media institutions included in this study, the Facebook account of Fana Broadcasting Corporate is a verified account after a communication with the Facebook Company. This would let users identify which account is official.

The many contents this station shares on social media are national issues, including some tips of technology or health or sport news. A manager at the station told the researcher that the many issues shared on the social media site of the station are stories that show the growth of Ethiopia so as to keep building the image of the country on the platform and inform the Diaspora. Unlike Ethiopian Broadcasting Corporation, Fana Broadcasting Corporate is known to break news on social media. There was a moment in which an agenda was set daily on the social media account of the station and lets users discuss. However, it was stopped due to the very critical comments given under.

We faced insults; you are *weyane*, you are greedy, we can't expect this from you,... totally full of opposing views were commented. So we did stop. What we can do with it if it does not benefit (Interviewee 5, May 13, 2015).

The researcher observed that the probabilities of positive comments given are rare. This is backed by journalists who have a role on management of the social media. Probably, this would be due to the fact that the contents shared and the presentation style used. Something worth noting here is that the contents via the radio and television would not have such platforms for comment; however, social media provides a space for comments just following the content of the media. Where the culture of speaking boldly is minimal, probably, social media is a good platform to know what really the people feel about contents of the media.

Like Ethiopian Broadcasting Corporation, there is no an individual employee separately assigned to social media. They are doing interchangeably while doing on the website. They work only on day time basis including weekends, but do not do at night while they are at home due to economic factors. Additionally, they have lack of trainings about social media. It is through their personal effort that they are doing things, exclaimed the editors. The editors told the researcher that they utilize social media comments and block those who abuse the site repeatedly.

Like Ethiopian Broadcasting Corporation, the activities of social media at Fana Broadcasting Corporate are ruled by the editorial policy. So far, there is no a ratified rule or a strategy of social media use in the station. Rather there is a draft produced by editors. The Chief Executive Officer says that the station is developing a social media strategy with the television project.

4.4.8.3 Social Media at Oromia Radio and Television Organization

Oromia Radio and Television Organization is the largest regional broadcaster that gives service in Afaan Oromoo, Amharic and English languages. Although Oromia Radio and Television Organization was named in 2011 by the regional proclamation No. 164/2011, it was founded in 2006 by the proclamation number 113/2006 with the name Oromia Mass Media Organization. However, it was after two years of its establishment that it was licensed and established at Adama town owning Oromia Radio in 2008, Oromia Television in 2009 and Finfinne FM 92.3 in 2010. What's more, the organization owns several transmitters and branch offices in the

region. Among the media institutions in this study, it is the youngest, however; especially with the use of modern technologies, certainly, it is the foremost station in the country.

The researcher observed that despite owning and digitalizing the process of news working, Oromia Radio and Television Organization's use of social media is low compared to other media institutions included in the study. There were moments journalists have been advertising the social media account of the station, especially Facebook. Nevertheless, it has been long since this account stopped providing information. The news director at the station argues that the station is yet to produce a social media strategy; however, journalists at the station have long started using social media for journalistic purpose. I.e. the use of Skype for a program called *Anaa Dhufuu*, and the recent election of 2015 has been supported by journalists report via Skype from the field as well.

However, the researcher learned that there is a great conspiracy about using social media. Although it is common to see journalists gazing at their smartphone or accessing social media on a computer, especially Facebook at each room, it is rare to get journalists who are active enough on social media. A young editor in chief believed that journalists are in fear following the withdrawal of 20 journalists that resulted last May of 2014 with unofficial reason. But the conspiracy story tells that they squeezed out with their use of social media. Journalists including the manager argue that it is that incident which prohibits them from writing on social media.

Another producer at the station who was active in providing contents on social media has stopped writing since the sack of his fellows. He exclaimed that it is that incident that kept him away from social media.

I changed my account name since then. I used to write on social media, especially Facebook, but decided to have refrained fearing reprisal (Interviewee 7, May 15, 2015).

4.4.8.4 Comparing Social Media at Three Media Institutions

Social media use at three media institutions is different; though, all are still at an infant stage. This difference can be attributed to the low consciousness of the media managers, the technology the media institutions use and the understanding of journalists towards the use of social media. I.e. at Oromia Radio and Television Organization there are moments in which they used Viber to

call an individual abroad for a news, even used Skype for a daily brief from studio based at Finfinne (a name for Addis Ababa) to Adama. On the other hand, at Fana Broadcasting Corporate the activities are better when compared to others. I.e. each week there is a report by the editor in chief of the website department to the editorial members. This includes how many reaches the institution had in a week by using social media. The Facebook page is advertised commonly too. Although they utilize comments given, it seems exploiting comments is not as much of, whereas at Ethiopian Broadcasting Corporation the activity on social media seems even low. However, there are moments the researcher observed when journalists use videos which were uploaded by users on YouTube for television production, of course the same for audio production in other media institutions as well. This implies that the attention from the stations is seemingly low towards social media contents. With the absence of this, social media is mainly used among journalists by the conformity, especially after a discussion with nearby editors.

There are three reasons why mainstream media institutions take social media presence. After studying the activities at BBC, CNN, Guardian, Telegraph and New York Times, Newman (2009) concludes that they are using for three reasons: telling better stories, making better relationships, getting new users in. Although the purpose they use for differs according to the medium, promisingly they are benefiting and defending the interactive spheres that are redefining the frontiers of journalism.

Of course the number of the youth who uses the social media in developing nations like Ethiopia is not the same with the nations of the developed world, there is a sign of increase though. Seen widely, social media users are increasingly taking presence on mutating technological products. The diffusion of new media technologies like Smart-phones, computers and others are increasing in Ethiopia. Therefore, as a media, taking the lead in exploiting the social media would be better off. It took around 400 years for the press to reach Ethiopia; it took just a little more than a decade for radio and the same for television to reach the country. Of course a little more than 20 years had passed for the internet to reach Ethiopia and quite lower than that for social media. Nonetheless, the media in Ethiopia is still lagging behind the rest of the world even from other African countries with regard to the utilization of social media.

Similarly, none of media institutions has an assigned social media editor and has no social media strategy, but still using the editorial policy as a directive. Generally seen, the use of social media

and the purpose to use them are different in the three media institutions. This shows that media institutions in Ethiopia are networked not well to social media. The main reason for the lack of utilization of the social media by the mainstream media is simply there is a lack of consciousness around the importance of such channels (Email interview to Skjerdal, June 09, 2015). For one thing, some have social media accounts and maneuvering between use and not use, on the other hand, the other is not networked itself officially to social media. Therefore, they are wandering between networking and not-working.

However, according to the theory of network journalism, traditional media institutions join social media networks for the fact that communication has become non-linear due to the rise of such networks and it is characterized by immense flow of news and information (Becket, 2010; Heinrich, 2011, 2012). Nevertheless, the institutions under this study are using social media at least, although there is on and off, most importantly to provide information only. In defense of this idea, Heinrich (2011) argues that in the network journalism sphere journalistic outlets are serving as information nodes. Due to this, taking social media presence is not enough by itself without providing and utilizing it.

On the other hand, media institutions in Ethiopia that take social media presence and those who yet to use it officially argue that they have got to do this to cope up with the changing media landscape, especially owing to technology.

4.5 The Impacts of Social Media on Ethiopian Media Landscape

Table 33 Journalists view towards the impact of social media on Ethiopian media landscape

No.	Social Media has Impacted on Ethiopia's Media Landscape	Frequency	Percentage
1.	Yes	99	71.73%
2.	No	39	28.26%
Total		138	100%

Table 33 indicates that the majority of journalists believed social media has impacted Ethiopian media landscape. 71.73% of journalists thought social media has impacted the Ethiopian media landscape, whereas 28.26% believed the Ethiopian media landscape is not impacted with the rise of social media. Respondents highly participated on the questions reasoned that, “the impact on losing audiences,” “it becomes (social media) a media of option,” “it is pushing the people to have less trust in mainstream media,” “it awakes the media in particular and the government in general,” and “creates a competition with the media.”

They argue that social media democratizes information flow, it aware the people about what is going on globally and how the media works. In addition, it provides a different content of a media, and becomes a platform for deliberation. On the other hand, they also exclaimed that it provides distorted information; falsify news and increase doubt, and becomes a platform to circulate information that harm the image of the country. Basically, although limited on issues, the Ethiopian mainstream media sphere is not getting fast like that of social media with regard to providing information.

A respondent argues that “sometimes it reveals secret information in such a way it forces media institutions to give due consideration although unlikely.” It is true for another respondent as well. “Social media would provide you timely information, but mainstream ones keep some as secret. This makes the people choose social media.”

The many contents of social media are sensationalized, thus makes the people trust it while ignoring the mainstream media. This can be attributed to the many contents social media provides than mainstream media as it would satisfy the need for information. Additionally, it gives the people the chance to choose information says a respondent “after comparing what is in social media and mainstream media.” It is therefore, “makes the media to be fast and provide facts with great care” argue another journalist since what is reported on mainstream media could be analyzed and interpreted later by activists on the social media sphere of Ethiopia.

The table below (table 34) indicates that journalists have different knowhow whether social media impacts journalism. 44.9% of journalists responded that social media has impact on journalism, whereas 41.30% indicated that the rise of social media networks has nothing to do with journalism. 13.76% of journalists do not have anything to say on the question as they don't

know whether social media has impacted journalism or not. This is unexpected response, in that the majority of journalists say social media has impacted the Ethiopian media landscape, but the frequency is low when responding to the question whether it impacted journalism. This implies that the level of understanding of journalism profession is different among journalists.

Table 34 Journalists view towards the impact of social media on journalism profession

No	The Rise of Social Media Has Impact on Journalism	Frequency	Percentage
1.	Yes	62	44.9%
2.	No	57	41.30%
3.	Don't Know	19	13.76%
Total		138	100%

The coming of social media was a bone of contention for many scholars across the globe assuming that it is worrisome for century old journalism. Therefore, it is simple to suggest what would happen in Ethiopia as professional journalism has failed to flourish in the 21st century (Birhanu, 2013), while social media is winning the heart of the critical mass. It means that the evolving social media has impacted the Ethiopian media landscape. The impact it has on journalists is also considerable. These issues will be discussed in detail.

4.5.1 Degrading the Trust in Mainstream Media

There is lack of trust in mainstream media in Ethiopia. The descent of trust in mainstream media could be due to political cynicism besides media skepticism for the very fact that media outlets are strongly tied to political organizations. In fact, media institutions mainly that are owned by the state are partisan, are not professional, provide issues not relevant to the public and are highly affiliated towards the government (Girmachew, 2013). There are moments, sometimes, the media entertains even outright lies. A media that always tells it is addressing the issue of the public is boldly seen while ignoring the issue that is widely known by the public.

Everyone could witness while the forest is burning as flooded on social media. Audiences would call to ask us about the issue. But we will be told to keep silent

until a direction comes from the top. For instance, our media do productions after other media outlets in Ethiopia did cover the issue. There is a fear. Surely, this would make us lose our audience (Interviewee 7, May 15, 2015).

Trust is a big asset for a media organization and truth telling is fundamental to get trust. However, in this age of social media as information is at the pocket of each citizen, audiences have got on what platform to write what they feel. Predominantly, although lamentably, after social media users have digested information well on social media, it is widely seen mainstream media in Ethiopia would give coverage so as to counteract what has been told and discussed on social media. This is the way mainstream media in Ethiopia is responding to the fastest social media albeit, certainly, the benefit is less promising.

After issues, especially political, are digested well on social media, even after a week old and other issues get focused on social media, media leaders would bring us what we call direction to do news or program so as to strike back those issues that have dominated social media a week before (Interviewee 12, May 21, 2015).

Journalists argue that this is a big mistake the media institutions in Ethiopia are committing. The majority of respondents and interviewees claim that they are losing trust from the people due to the rise of social media. Media managers argue that some activists are more trusted than government media and journalists. A media manager responds that his media is losing credibility.

Media institutions are losing credibility. What we do after sifting things forth and while is being taken as false and social media is seen as true (Interviewee 3, May 16, 2015).

Degrade of trust in mainstream media includes journalists as well. This is because, journalists argue, they are told to do than to provide what the public wants to get from the media. However, this does not mean that the public will not get the truth, if the journalist does not provide the truth in this age of social media. Most importantly, this is the byproduct of the polarized relationship between state and private media in Ethiopia that is visible on the new sphere of communication.

By their very nature, alternative media is critical media and brings the unseen and untold part of a story to the public. In mainstream media, the probability of sufficiently entertaining diverse issues is minimal. Thus, it is the unchanging nature of media institutions together with journalists' deed that lack professionalism culture made the public march towards the social media. Seen critically, the impact of lacking trust in mainstream media is common in countries

known to have polarized media sphere like Italy, France and Spain. According to Reuters (2015) report of digital news, the trust in the news media rises with age, education, and income. In Italy most youth are taking social media presence and the trust in news media is low.

4.5.2 Circulating Public Opinion and Challenging Agenda Setting

The unprofessional media culture of Ethiopia is always striving to set agenda for those who control it. Especially media institutions in Ethiopia are a servant for who controls them (Shimelles, 2000; Getachew, 2003; Meseret, 2013). However, in the age of social media there is a challenge for these media institutions. A vice director at Fana Broadcasting Corporate argues that they are behind social media.

Media institutions in Ethiopia are not good in forecasting things ahead. At the expense, it is the social media that gets fast. This does enable them (activists) to induce their views inside the people on social media (Interviewee 16, May 19, 2015).

There is a different view of social media among managers themselves. Of recently what social media had done in networking and globalizing politics in Ethiopia is during the controversial master plan of Addis Ababa. Although the incident was an agenda on social media for long, even got coverage by big international media outlets, it was late that media institutions in Ethiopia tried to react over the issue. Thus, an editor in chief of news and current affairs argues that they got challenged later on to get a ground inside the people:

From this time onwards, we must show what we had in our hand. Ignoring and concealing would not be a solution. But we must show them with perspectives as well (Interviewee 10, May 05, 2015).

Such incidents are common in Ethiopia and they are mainly raised in and dominated the social media sphere. However, it is a threat for media institutions to remain relevant in the eye of the public and to continue setting an agenda.

The challenge for Ethiopian journalists and professional media houses these days is especially to match the speed of news sites on the Internet so that the traditional news channels will still set the agenda (Email interview to Skjerdal, June 09, 2015).

Basically this would be tough in a nation where journalism is politicized to serve the state and media outlets are seen as state departments. In contrast, at the expense being social, social media

and internet are highly politicized. As a result, seemingly, these challenges would continue to happen.

4.5.3 Making Media Institutions and Journalists Partner the Public

For someone who keeps following the mainstream media in Ethiopia, it would not be a challenge to understand that issues that are being raised widely are event based and less involve the audience. This is for the reason that they pay less attention to the people and commit themselves to political goals. A director at Ethiopian Broadcasting Corporation in an informal talk with the researcher said that “what we do is like shooting in the dark. We rarely provide the people when it wants to know.” This is very common as the majority of media institutions are under the directive of media managers who use media as a propaganda tool.

Journalists openly tell the researcher that they do not even follow the news they produce for the reason that there is high censorship inside the news room. A journalist responded that, “social media would push us to not deceive the people and to speak them the truth.”

Any media institution could be measured to the extent it serves the people. When audiences are ignored with the media they follow, they look for an alternative. However, after the rise of social media interviewees argue that there is a tendency to look what the people is talking on social media. More probably, this would be the outcome of the journalists’ presence on social media. On the other hand, this is not common for all as there are media managers who boldly ignore the critical issues raised on social media.

4.5.4 The Effect of Journalism Model

The model of journalism the media institutions in Ethiopia, especially those who are under the directive of the state, follow is the model of development journalism. However, lamentably, there is a problem of practicing this model correctly. At the expense, it is turning to propaganda journalism to benefit those who control it while leaving the basic issues and principles aside. In contrast, there are media institutions in Ethiopia that follow conventional or other forms or models of journalism.

As a result, the many contents those media institutions produce would differ from other media institutions. This time, the social media community tends to favor those media institutions that

do follow conventional journalism model than those follow development journalism model for the reason that it does not live up to the interest of the people. A media manager told the researcher that there is a moment his media ignored an issue, but later on that issue has become a bone of contention between social media community. I.e. the issue of *Gays and Lesbians*.

Basically, development journalism does not disallow them from making such issues a topic of discussion. However, there is a problem of attitude towards social media. A journalist responded that, “social media is important in Ethiopia but the government does not like it.” Hence, many of them cite that it is the editorial policy that prohibits them from doing so. But, mostly, it could be said that media institutions in Ethiopia rarely practice the editorial policy they drafted.

The state media at least do not live up to the standards of the editorial policy.
(Email interview to Skjerdal, June 09, 2015).

Suffice to say, this is a very common idea for most media scholars. Due to this the editorial policy of media institutions left merely good at paper (Meseret, 2013). On the other hand, there are differences between development journalism model and libertarian model of journalism on the free flow of information. This is visible in the response of media managers as well.

4.5.5 The Impact on Journalists

The rise of social media exposes journalists to be challenged by citizens, whom they owe their loyalty to. Journalists argue that they are engulfed with friend requests. Fundamentally, interactive platforms on the internet have brought a new task for a journalist. It pushes journalists to have a nose for news than ever before. This is not without problems as journalists are lacking confidence. A media manager told the researcher that journalists themselves are taken by the wave of social media. Due to this, they are losing their courage. This is because, sometimes, there are smear campaigns on social media that targets journalists.

A journalist asks me back when I give him/her an assignment. He says, “the issue is told on social media. I would lose credibility” (Interviewee 3, May 16, 2015).

This is a common trend in nations where journalistic professionalism is developed as well. If what the journalist says and what the users of social media say is different it would erode the social capital of journalists. Charlie Beckett (cited in Newman, 2009:51) argues that “mainstream journalists are getting a sense of confidence back. They look at big stories like Iran

and they see the value of what they do magnified, amplified and not contradicted by new media.” Another media manager told the researcher that ‘what I see on Facebook and what I report is different.’” This is a big challenge by itself on the daily activity of the journalist. For the most part, all this has come with the rise of social media that vanished lines between the journalist and an audience (Knight and Cook, 2013).

Despite the continuing challenges of verifying what is being told on social media, it pushes journalists to read and know more. Undeniably, journalists are blamed much for depending on the internet, albeit it has a positive impact as well. It makes them know what the people are up to.

Social media alerts a journalist. It lets the journalist know the agenda of the people and help him/her address it soon (Interviewee 3, May 21, 2015).

This is a good benefit by itself. This is because social media is a media people could share their views and opinions on. Therefore, a journalist needs to have a good quality of journalism to utilize the new arena of information. However, the impact is continuing since social media is faster than traditional local media channels in getting the news out to the public besides providing a huge platform for debate (Email interview to Skjerdal, June 09, 2015).

4.5.6 Depolarizing the Polarized Media Sphere

This can be related to the new power of social media. The rise of social media is making it an alternative media by itself. Especially, it is becoming an arena where critical issues of the people get focused and later on come to mainstream media, thus playing the role of Fifth Estate (Dutton, 2009). This is happening where the Fourth Estate is being watchdogged at the expense of watchdogging. An assistant producer exclaims that social media is pushing mainstream media to balance news.

Previously, media outlets take a side and got succeeded because there were no alternatives. But, today things are different. The social media is impacting media outlets to look the other side of issues as well. They are shaping them (Interviewee 06, May 07, 2015).

The new role social media networks playing are worth mentioning where media institutions act as mouthpieces of the powerful and advance polarization in Ethiopia. Journalists argue that social media is playing a pushing and balancing role where state and private media are polarized ideologically. Some journalists argue that social media is trying to fill the gap mostly left on

mainstream media; however, there are many problems the new sphere has brought on information sphere of Ethiopia as well. In fact, social media has brought a platform for critical issues that have long missed on mainstream media of Ethiopia (Abiye, 2011). As a result, it could be said that social media is downplaying information polarization. The depolarization of media would more likely come true if at all media managers would pay attention to what the people say on social media. However, if both social and mainstream media keep on their way, the polarization between state and private media which existed for a long time would certainly include social media as well.

4.5.7 Social Media: A Contending Media Power

For the CEO of Fana Broadcasting Corporate social media is not only a complementary, but also a contending media in the Ethiopian media sphere for the fact that it provides timely information. A director at Ethiopian Broadcasting Corporation agrees as well. This is very revealing per se when the issue of providing breaking news is getting improved in the Ethiopia media landscape.

The biggest challenge, again, is the trouble that the mainstream media are facing when it comes to getting first out with the news. They need to push harder in order to meet the competition from the social media (Email interview to Skjerdal, June 09, 2015).

A media manager at Oromia Radio and Television Organization strongly agree with this. The interviewee exclaimed that social media is killing the life span of news very shortly as morning news would die for prime time news late at night.

The other factor would be the nature of the media per se. Audiences are not only getting news and information from social media, they are engaged in discussions as well. Besides providing the audience with timely information, it even provides them a space to say something about the news. Above all, social media came to be a contending power for the fact that it is becoming an alternative source of information (Sileshe, 2014).

Previously, it was traditional media institutions that broke news. Now, you will get breaking news on Facebook and Twitter (Interviewee 11, May 14, 2015).

A senior reporter at Ethiopian Broadcasting Corporation argues that either it is true or false once it is heard by the public the probability of getting acceptance is high. The pressing issue would be the challenge to rectify the low culture of providing timely news in Ethiopian media

institutions. A respondent contends that, “if social media keeps going like it does today, it would make media institutions that are under government out of work.” This implies that media institutions in Ethiopia should pay attention to social media to remain relevant and cope up with the public and technology.

4.5.8 The Disowning of Audiences

It seems that the very problem of media outlets in Ethiopia is that they are not audience centered and overlook the very issues of the wider public. An editor in chief of news for more than 20 years argues, however, it is due to the fashion of the day media institutions are losing audiences, especially the youth. He claims that social media “has an impact on acceptability, favorability and credibility of media institutions.” Due to this, he contends that, “we are left with the family of the youth.” This implies that the youth are not following them. In fact, it is the same impact visible everywhere as social media has come to be a space for digital natives.

A senior reporter at Ethiopian Broadcasting Corporation argues that it is the very common way of presentation style at mainstream media that is pushing out the long served audiences to social media.

The presentation style is very common. From the onset, the contents of mainstream media had a set goal while ignoring the interest of the audience. Due to this, the credibility of media institutions is highly descending. They (audiences) don't like to listen and watch the same contents. The people need something new. It is due to this the audience is marching towards social media (Interviewee 12, May 21, 2015).

There are other reasons and arguments from media managers and journalists as well. This is attributed to the nature of social media in that it provides users without paying attention to the principles of journalism. This could be worth mentioning, however, social media is showing the audiences are not with media institutions.

4.5.9 The Empowered Audience

Previously, audiences rely on journalists to expand their world views; however, this has changed recently. Besides the direct contact social media has brought between journalists and audiences, it has engulfed journalists with new challenges. Globally, it is seen the empowered audience is a new challenge and an opportunity per se. This has happened for the reason that the global

awareness of the people has increased owing to mutating of social media. As a result, in this age, it is must for a journalist to embrace social media. This is due to, argues a producer, “the audience would get information before a journalist and asks him/her for verification assuming the journalist knows as well. However, sometimes journalists fell short.”

In a country where information flow is low, but changing due to social media would have an impact on media institutions and journalists. The previous audience, who was passive and who consumes what the media provides has come to know how the media works. Supporting this idea, a journalist exclaims that an audience has started to comment and ask “why are journalists failing to do the type of news people needs to listen?” Media managers too strongly agree that audiences are highly questioning than ever before.

To the contrary of audiences, for the most, media institutions are like they were decades before. They are not independent in their rule, still waiting for an approval from above managers who would not base themselves at the media institutions. In addition, a journalist told the researcher that he is having many friends on social media that makes him appear not online for the reason that they ask him for information always. This means that empowered audiences on the network, the Fifth Estate is now “providing a range of expression that didn’t exist before and can discuss stories that news organizations have traditionally found hard to cover” (Newman, 2009:50).

4.6 The Potentials and Challenges of Using Social Media for Journalistic Purpose in Ethiopia

4.6.1 The Potentials of Using Social Media for Journalistic Purpose in Ethiopia

Table 35(below) shows that journalists are happy about social media for the fact that it makes news and information easily accessible (24%). The other benefit social media has brought for journalists is it enables them to know what the agenda of the people is (22.7%). Social media makes sharing and distribution of news easy formed 15.9% of the total sample in the study. The other opportunity of social media is that it improves their jobs while providing up-to-date information (15.6%). And 42 journalists (10.74%) believed that making the gathering of news easy is the opportunity that has come with the rise of social media.

It is only 43(11%) journalists that think social media improves their relationship with their audience. To the flip side of this, a significant number of Ireland journalists believe social media

has made them more engaged with their audience (Heravi et al, 2014). This implies that the potential of social media in providing a platform to meet audiences is less likely seen as an opportunity by journalists in Ethiopia.

Table 35 Opportunities social media has brought for the profession of journalists

No.	Social Media Opportunities for Journalists profession of Journalism	Frequency	Percentage
1.	It makes news and information easily accessible	94	24%
2.	It makes gathering of news easy	42	10.74%
3.	It makes sharing and distribution of news easy	62	15.9%
4.	It improves your relationship with the audience	43	11%
5.	It improves your job since it provides up to date information	61	15.6%
6.	Enables you to know the agenda of the people	89	22.76%
Total		391	100%

4.6.1.1 A Source of Information and Public Agenda

The biggest potential or opportunity social media has brought is easing the way to get information regardless of true or fallacious it is. Mainly, in Ethiopia where a flow of information is controlled (Getahun, 2005), the benefit is great. A news show host exclaims that before the rise of social media it was difficult to get clues of what is going on in the country. However, she argues that things are getting different now. In defense of this, another journalist assures that events are becoming lively due to social media.

Previously, you would hear an event that has happened in Nekemte or nearby town in Ambo after a week. But today things are different. Issues would go viral as things unfold (Interviewee 6, May 07, 2015).

On the other hand, journalists are accessing clues and tips of information from social media users in such a way helps them plan the idea to produce it to big news stories or program. Especially, journalists argue that social media has almost immediately shows them what is going on in

Ethiopia. In addition, as social media is a media produced and consumed by the users, it lets the people set their agenda. Thus, it enables journalists and media outlets know what the people are talking and thinking about.

4.6.1.2 Democratizing the Information Flow

An experienced journalist told the researcher that formerly the source of information is mainly the government. It is due to this fact that individuals used to trust what radio does tell. However, today, the information flow is getting decentralized. This would have a big benefit for the citizen of the nation. This is for the very fact that information empowers individuals, it will also address article 29 of FDRE constitution that is not yet addressed.

The pressing issue would be democratizing the information flow in the country. A journalist at Ethiopian Broadcasting Corporation who has long witnessed the lack of free flow of information in the country believes that this would change with the rise of social media.

There is a culture of concealing information in this country. Drought, hunger, and conflicts have long been concealed to keep an image or for any other reasons. Fortunately, today, social media is breaking this. This lets any individual to decide after having a variety of information (Interviewee 1, May 08, 2015).

Although the way to entertain issues in modest manner is minimal in the social media sphere of Ethiopia, the rarely heated debate on contentious ideas would be a sign of democracy by itself (Abiye, 2010). This is for the fact that the social media sphere of Ethiopia is letting users discuss on critical issues, a role that has long ignored, but a role that has to be played by the mainstream media in the country.

4.6.1.3 A Forum for Feedback

It is not safe to say media institutions in Ethiopia live on audience research. Rather, they use other ways to understand their audiences. A media manager argues that the coming of social media has to enhance this.

Social media would provide us a direct feedback without having a yearly audience research. Formerly, we could get audiences feedback via phone or other research instruments; however, today the feedback is immediate due to social media networks (Interviewee 17, May 21, 2015).

This cannot be seen as a simple opportunity. In the old days post mail, then telephone and recently SMS services are being used by media institutions to get feedback from the audience. All these methods would only provide a message to the receivers only. It was challenging to be shared or known by others. However, today's comments are visible and are given publicly. This would help media institutions and even working journalists to get a feedback online as soon as their news or program aired. More importantly, social media's role in letting users access to providing comment is a big achievement, especially where the websites of media institutions are less likely show comments to others (Skjerdal, 2014).

4.6.1.4 Widening the Outreach of Media Products

Among the very benefits or opportunities social media networks bring is excelling the reach of media contents than ever before. Even it would not be possible otherwise before the advent of such media networks.

Social media is not geographically limited. We can get an individual everywhere in the world in which we wouldn't get it through radio or television. They will provide us comments (interviewee 17, May 21, 2015).

As a result, contents of a media in Ethiopia would reach US, Australia, Arab nations and any other place in the world. This is a big asset for a Diaspora who looks to get information from Ethiopia too. Promisingly, social media is a space where local news would be offered for exiled citizens of Ethiopia and the opposite.

4.6.1.5 Making Journalism Interactive and Broadening the Public Sphere

Among the characteristics of social media interactivity is one. In this age where horizontal communication is taking dominant, social media makes journalism a discussion forum.

Social media would bring engagement. Time is limited on mainstream media, but the space on social media is unbounded. This makes journalism interactive (Interviewee 17, May 21, 2015).

This implies that the traditional journalism structure is changing with the changing structure of the society. Thus, the public sphere of media is undergoing a metamorphosis. Castells (2007:238) argues that "mass media and horizontal communication networks are converging. The net outcome of this evolution is a historical shift of the public sphere from the institutional realm to the new communication space."

As repeatedly stated earlier, the social media and mainstream media in Ethiopia are not suited well, instead looking for a battle place. However, if the social media is getting powerful and the mainstream media institutions keep themselves with ethical standards of journalism, they would benefit well from each other. Surely, this will address the public forum role of journalism in this age of social media (Kovach & Rosenstiel, 2014). This broadens the public sphere of those media institutions since they add the new sphere, the social media. However, yet it is just a mere aspiration said an experienced journalist citing their use is not wise. Above all, the social media would broaden the less-inclusive media sphere of Ethiopia. This is because certainly the tendency of the state media is to create a servile news arena where there is little room for the unexpected and little room for debate (Email interview to Skjerdal, June 09, 2015).

Social media creates interactive relationship between journalists and audiences as well. The audiences would comment on the journalistic product of journalists, thus there is a room for correction, appreciation, and engagement.

4.6.2 The Challenges of Using Social Media for Journalistic Purpose in Ethiopia

Table 36 Journalists challenges of using social media for journalistic purpose

No.	Journalists Challenges of Using Social Media for Journalistic Purpose	Frequency	Percentage
1.	Information cannot be trusted	91	35.55%
2.	The guidelines of organization I am working in prohibits me	36	14%
3.	Concerns over my personal privacy and professional reputation	25	9.76%
4.	Concerns over the sources privacy	22	8.6%
5.	It is not widely used by relevant contacts	50	19.5%
6.	I don't think it is the right thing to do	32	12.5%
Total		256	100%

As shown on table 36, lack of trust of the information is the leading challenge for journalists deterring them from using social media for journalistic purpose (35.55%). Not widely cited by relevant contacts is also another factor forming 19.5% of the sample. This shows that the trend of citing from social media is not common. It deters journalists from using social media in their day to day activities. Despite those who responded that the guidelines they governed under prohibit them from using social media in their profession (14%), even 32 journalists mentioned that it is not eligible to cite from social media (12.5%). Others thought for concerns over personal and professional issues (9.76%), whereas concerns over the sources privacy accounts 8.6%. Comparing Ethiopian journalists with others, the issue of trust is also the big deterrent of social media use for journalistic purpose for Ireland journalists (Heravi et al, 2014). The rise of social media has shown potential in helping the century old unprofessional journalism in Ethiopia despite challenging problems. Thus, these challenges will be discussed ahead.

4.6.2.1 Surveillance and Internet Filtering

Surveillance is the biggest challenge for journalists that makes them refrain from leveraging social media for journalistic purposes. Despite the fact that they all take social media presence, for the most, journalists are consuming social media contents than providing albeit they had the fact on their hand. Although some of them have additional social media accounts or use pseudo names to comment and discuss on social media, still others are so afraid of even servers of the internet in their media institutions. It is due to this fact that journalists are seen widely discussing about contentious global news on social media than issues inside the people. It is common to witness journalists' debate offline than online as well.

A journalist who would have a confidence could write and express his/her stances on social media. But there is a big fear. We always ask ourselves 'what if' questions before doing such things fearing reprisals. This is because we are breadwinners in our home (Interviewee 7, May 15, 2015).

On the other hand, since political parallelism is high in media institutions in Ethiopia, journalists are asked to participate on one to five networks, that is widely blamed by right groups for it is a type of community level surveillance. It is therefore media institutions have non-conducive environment for journalists who resort to self censorship to stay away from possible threats. This implies that journalists are not free on social media like they are not in a media they are working

at. “The ordinary citizen is freer than the journalist on social media and those who use pseudo names are more secure” contends a journalist who fears participating in discussions on social media owing to the draconian anti-terrorism law, a law widely blamed to be used by the government to crackdown critical and dissent voices. As a result, journalists’ social media presence is reduced to, for the most part, merely sharing and discussing on positive news.

4.6.2.2 The Knowledge of Social Media Use for Journalism Purpose

Any individual needs to have knowledge to use any technological product. And this cannot be the same for all. Especially for a journalist in the 21st century, coping up with new technologies is not left as a choice; rather, it is seen as a must to remain relevant. Previously, journalists identified themselves as they have good knowledge of social media; however, things would get different if the question is to use it for professional purpose. In fact, journalists have no formal training to exploit internet for professional purpose (Feyisa, 2011) leave alone the new hype social media. A journalist who has more than 20 years of experience in journalism exclaimed that there is a lack of knowledge to use social media.

I can’t post a message on social media by my own. I don’t have the knowhow to do this. This is because I don’t commonly use (Interviewee 1, May 08, 2015).

Seen critically, the difference on the knowledge of use of social media would have an impact on the daily activity of a journalist, especially in this age of changing innovations. This concerns media institutions as well. Media institutions in Ethiopia are not well utilizing social media for journalistic purposes. One of the factors is the way to use it wisely.

The opportunity of social media is great, but I don’t think we are using it well. I.e. in a developmental state of India, social media is serving for community mobilization. However, in Ethiopia, though unfortunately, there is a problem of use despite the chance we have come to get (Interviewee 10, May 05, 2015).

Journalists and media managers told the researcher that they know little about social media for professional use. Especially, journalists who do work in social media and website department have a great problem. The editor in chief of website at Ethiopian Broadcasting Corporation and Fana Broadcasting Corporate argue that they have low understanding of social media.

We don’t have experience. As we joined the department from media works, we don’t have the knowledge and skill about the social media. But the culture of new media is changing persistently (Interviewee 11, May 14, 2015).

They have received once a basic training about social media. In this changing world and changing media environment, serving merely with once given training is more likely planning to fail than keep on doing. This can have a big impact on the competitiveness of the media institution too. On the other hand, this shows that although it is known the experts on the field are rarely available in the country, media institutions have paid less attention to social media activities.

4.6.2.3 Hoaxes, Disinformation, Hate-speech, and Propaganda

Fundamentally, disinformation is worse than no information at all. However, there are moments' social media has spread bogus information in Ethiopia. More likely, such moments are always a source of news, especially for pro-state media institutions to tell the new sphere is spreading fallacious information. As media institutions are supposed to verify information that is circulated inside the people, they are creating a new task for media outlets.

Sometimes artists are told they are dead and it will be shared on social media. RIP will be followed. However, there are moments in which we proved it is false after we had a phone to those about whom the issue has been told (Interviewee 14, May 19, 2015).

There are individuals who only trust social media contents. For those, social media is a credible source of information. Since a media is a socially responsible institution, verifying information that circulates on social media is expected. The challenging part lies towards journalists and media outlets. This is due to the fact that “following and verifying information always would be additional work for us” says an editor in chief during an informal talk with the researcher. The other is hate speech. It has dominated the discussion platform of Ethiopia owing to the low democratic culture of the society and lack of national consensus on several issues. Propaganda is also a common problem for media outlets and journalists, as everything is politicized over social media. As a result of this, abusing social media to this end is visible.

4.6.2.4 Attitude towards Social Media and Internet Access Problems

Journalists argue that there are less informed attitudes towards social media use in newsrooms. If someone is on social media, he/she is suspected of chatting or free from duty. A journalist responded that “some managers take Facebook as good for nothing. Due to this they have been

saying it should be blocked.” Additionally, an editor in chief exclaims that there is a low understanding of social media in the institutions.

Recently, I had an incident in which we are allowed the internet, but have a Facebook blocked. This is misunderstanding of the use of social media (Interviewee 15, May 20, 2015).

There is a material problem too. The numbers of computers with the internet access are few. The number of computers to staff ratio is less (Gebeyehu, 2011; Feyisa, 2011) besides a sluggish internet connection. A journalist says that he has to wait a turn to get access to internet accessed computers as they are few in number. Another journalist also agrees with this.

They don't prohibit us from using social media, but the number of computers that have access to the internet is few. This is the challenge for us to use (Interviewee 1, May 08, 2015).

There are moments in which internet access is difficult as well. However, for the most part, as it is media institution, the respondents argue that they will be connected soon after a communication with Ethio telecom -- internet service provider in Ethiopia.

4.6.2.5 Hacking and Hackers

Although hacking has been a common incident everywhere in the world, it is rarely heard in Ethiopia. The first of its kind of cybercrime has happened in 2012 when an individual hacked the third party's email address and the decision was made just last year. In addition, there are rare incidents on social media as well. The minister of women, children and youth of Ethiopia, Zenebu Tadesse has faced such incident on her Twitter account on February 2014. It was a source of debate at a time. Therefore, it is such incidents that prohibited some media institutions and journalists from using social media for journalistic purpose.

We have long planned to take social media presence, but we fear hackers. The consequence would be severe for our media institution if it is hacked (Interviewee 2, May 22, 2015).

In addition to hacking, of recently privacy problem owing to hackers, especially revenge porn on social media has become the big challenge for journalists in Ethiopia.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This chapter presents the conclusion of the research on the usage of social media among journalists and media outlets in Ethiopia. Social media was the focus of this study because it is a global phenomenon that is bringing a global impact on several disciplines, of which the profession of journalism is at the forefront. The main findings and conclusions of the study are presented below:

The study reveals that, of course there are digital divides; journalists in Ethiopia have embraced social media all in all. It is commonly used among predominantly male, young and degree holder journalists in Ethiopia. The most commonly used types of social media are Facebook, YouTube and Google+, including Twitter and Wikipedia. The purpose of social media use among journalists in Ethiopia includes: to stay connected, to keep their mind active, for personal development and to get well-timed information.

Journalists access internet at workplace to use social media both for personal and professional purposes. There is no demarcation between personal and professional use of it. Thus, they fall under the category of conformists. The researcher observed that journalists have Smartphones as well and it is common to see them bending their head down using their Smartphones. Relating to the nature of the platform; however, they are consumers of social media contents than providers, despite the fact that they are active users of social media who would access many times a day. Thus, it could be said that social media networks are hangout for journalists in Ethiopia.

To meet friends, and chatting and entertaining are the popular activities journalists are adept at if they use social media for personal purpose. Auspiciously, journalists regularly use social media to find and share news and information, to follow updates from media outlets, to find out what the people are talking about and to look an idea for further use in their profession if they are to access social media for their job related purpose. Nevertheless, they rarely use social media to engage with their audiences and to brand themselves.

More importantly, the infamous identity the Ethiopian journalists are known for- self-censorship- has followed journalists to the social media arena. There is a discourse of fear among journalists

as a result of which they would choose to keep silent on the interactive platform. Due to this, they have a fear of expressing themselves boldly and letting others react on the interactive sphere of social media though they sometimes participate on trivial issues while ignoring critical issues. Journalist's trust of information on social media depends on the issue. They rated themselves that they have a very good knowledge of social media and they use it regularly for journalistic purpose. Thus, they are active user of social media in such a way that it is important in their daily activity.

However, this does not mean that journalists are using social media for journalistic purpose exhaustively since it depends on the content, the interest and quality of the journalist, and the media institution the journalist is working at. Especially due to stiff control they encountered at media institutions, journalists have developed a dual identity on social and mainstream media. The media institutions in Ethiopia have low orientation of using social media for journalism purpose. Media institutions are neither encouraging nor prohibiting openly journalists to utilize social media for journalistic purpose.

Notwithstanding the gap in the use of social media by media institutions, journalists partly agree that social media would help them foster the development and democracy role of media and improve media audience relationship. What's more is of all journalists a quarter of them had created a social media account with the name of their program or news; though, it is hardly known by the media institutions they are working in. This implies that the media industries have less attention to social media despite the fact that it can be budgeted and managed with low capital. This can be visible in the social media accounts of media institutions. Although there are differences between media institutions, there are challenges of using social media wisely owing to knowledge, attitude, and factors like lack of attention. None of the media institutions has developed a social media editor and strategy so far though, there are moments in which journalists are fined their salary, demoted and told not to write contents on social media that go against the contents of those media industries.

The majority of journalists (71.73%) argue that the rise of social media networks has impacted the Ethiopian media landscape and has impact on the profession of journalism. The impacts include positive and negative. The positive impacts include social media is pushing mainstream media towards considering the public interest while raising social justice campaigns,

depolarizing the media sphere, becoming a contending media power, and empowering audiences. Oppositely, degrading the trust the mainstream media has long developed, high-jacking public opinion, and losing the audiences are some of the negative impacts.

The big opportunities the rise of social media has brought for the majority of journalists in Ethiopia are two: an opportunity to have news and information as things unfold and know what the agenda of the people is. On the other hand, social media is democratizing the information flow in the country that was long controlled at the center. Social media is becoming a forum for feedback and discussion, widening the reach out of media contents, and broadening the public sphere. Hence, we should not be at ease to assume that this study - or any other for that matter - provides a definitive answer on the impacts of social media on Ethiopian media landscape.

Unfortunately, however, there are challenges that deter journalists and media outlets use of social media networks. The lack of trustworthiness of the information and the reason that it is not widely known to cite are challenges together with the editorial policy of media organizations. Other challenges include lack of knowledge to exploit it for professional purpose, surveillance, hate speech, hacking, attitude towards social media use and the problem of internet access.

Thus, this study concludes that, journalists are using social media just to get stay connected to the world, in a sense, to keep themselves aware with what is going on. Therefore, a theory of network society informs the study. This is due to the fact that journalists assume that they feel empty if at all they are disconnected from social media networks. They access timely information, share with others, skimming what is there and do other related tasks. Fair enough, media outlets, albeit their operation and presence on social media is varied and is full of problems owing to many factors, they are using social media to broaden their sphere on entertainment and topical issues in such a way to engage and reach their contents beyond national boundary. As a result, at least, the social media accounts of media institutions are allowing the public to comment publicly, a trend which was not possible before. Thus, with the shortcomings discussed in the analysis part of the study, seemingly social media networks are playing an increasing role to redefine the public sphere role of media institutions in Ethiopia.

5.2 Recommendations

The objective of the research was to examine the journalists' and media outlets' use of social media networks in Ethiopia. Serious effort has been made by the researcher to address the research questions. Thus, based on the findings, the researcher forwards the following recommendations:

- Journalists' embrace of social media in Ethiopia is a big opportunity for media organizations to utilize the new sphere for their advantage. However, so far, this is not happening. Promisingly, the young journalists and the digital natives that dominate the media sphere of Ethiopia are untapped resources for the media industry. In this technologically savvy world, however, media institutions in Ethiopia are yet to be alert about the new sphere. Therefore, media institutions and media researchers should address the use of social media for journalistic purpose in Ethiopia. More importantly, providing them with regular training on wise utilization of the technology is essential.
- Social media is a recent global phenomenon that is fueling up globalization. Media industries in Ethiopia, however, are oscillating between using and not using social media owing to many factors. As a result, as it were, the media industry is not competing with the global media sphere. Gone are the days of post, reel and other technical products of media; media institutions should be networked with the people and the world by utilizing and exploiting social media networks.
- Journalists should strive to make themselves knowledgeable enough to exploit social media for professional purposes.
- Relevant bodies make concerted efforts to undertake to address the challenges of journalists in using social media for journalistic purposes in Ethiopian media industries.
- Basically, there are conspiracies surrounding social media use of journalists. As a result, media institutions have to develop a social media strategy for journalists' use of social media for journalistic purpose.

- An attitude towards social media has to be rectified. After all, social media users are humans'. Therefore, taking sides and presenting merely blaming and blessings would not bring any change in the media industry. Therefore, attention must be given to social media if at all media favors the youth and technologically savvy generations.
- Media institutions have to critically see their editorial policy which has been serving for long and still in use. Amendments are in need if at all they have to remain relevant in the eyes of the public, especially in the age of social media.
- Although development journalism is a highly praised but poorly practiced model of journalism in Ethiopian media industries, it is the recommendations of this study to invite media industries utilize social media to foster media's role in democracy and development.
- This study recommends that media institutions should be keen to exploit the comments of social media communities for better communication and partnership with the audience.
- Social media networks are highly diffusing inside the people. As a result of this, they are serving as an alternative source of information and news for millions of people in Ethiopia. This has the power to aware a society and creates an informed society however, there needs to be legalized rule in a form of law. This is for the fact that defamation, hate speech, privacy problems, obscenity, and other misdeeds are happening on the interactive platforms in Ethiopia. Hence, the House of People Representatives and other legal related bodies must take the lead to secure and make safe the use of social media in Ethiopia by drafting laws of use.
- At last it is the suggestion of this study that media institutions shall pay attention to social media in order to remain relevant and regain relevance in this age of social media and use the opportunities it has brought.

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Appendix A

A SURVEY QUESTIONNAIRE

I am a graduate student at Addis Ababa University, school of journalism and Communication conducting a study on **Social Media and Journalism: Journalists and Media Outlets' Use of Social Media Networks in Ethiopia**. This questionnaire will be used as an instrument to collect data on how journalists and media institutions in Ethiopia use social media. The data you fill has the potential to represent the practice, involvement, knowledge, and attitudes of journalists towards social media in Ethiopia. So, I humbly request you to take a moment and fill this questionnaire. It is merely for academic purpose and all of your answers will be anonymous. Therefore, feel free to provide your genuine response.

I can't thank you enough for your time and commitment.

Ameyu Etana(ameyuetana@gmail.com, www.facebook.com/ameyu.etana)

Please mark(√ or x) in the boxes, circle one from the given choices and write clear statements.

Section One: Demographic Information

1. What is your Gender?

Male Female

2. Which age category do you belong to?

20- 25 26-30 31-35 36- 40 41- 45 Above 46

3. What is the Media Institution you work for?

EBC FBC ORTVO Other Please, specify here _____.

4. Which medium type do you produce content for?

Television Radio(National) Radio(FM)

Online and Website(Social Media)

5. What is your level of education?

Certificate Diploma BA/BSc Degree MA/MSc Degree

PhD Degree

6. What is your job title?

Reporter Senior Reporter Assistant Producer Producer

Senior Producer Editor Above Editor

7. Which Language do you work in?

Amharic Afaan Oromoo Somali Tigrigna Afar

English French Arabic

If other please specify, _____

8. How many years of experience do you have in media work?

1-5 6- 10 11- 15 16- 20 21 above

9. Which department are you working in?

- A. News and Current Affairs
- B. Educational programs
- C. Entertainment
- D. Two or three of the above

Section Two: Social Media Use

10. Do you use social media networks?

- A. Yes
- B. No

11. If your answer to the above question is yes, where do you access internet to use social media?
(You can mark more than one)

@office

By using Smartphone or mobile or Tablet

Internet Café

If other, please specify _____

12. Which type of social media do you use? (You can mark as many as you use)

Facebook Blogs LinkedIn Wikipedia

Twitter YouTube Google+ Pinterest

Instagram SoundCloud

If other, please state here _____

13. How often do you use social media?

- A. Many times a day
- B. Once a day
- C. A few days in a week
- D. Once a week
- E. A few days in a month

14. For what purpose do you use social media?

- A. Personal
- B. Professional
- C. For both

15. If you use it for personal, what purposes do you use social media for? (You can mark as many as you use)

To share feelings To discuss on social issues

To share photos and ideas To chat and entertain

To meet friends For relationships

To keep up what is an issue on social media

If other, please specify here _____

16. If for professional, for what purposes do you use social media?(Mark as many as you use).

To finding news and information For Breaking News

To get feedback from audience For networking

To check what other media does To follow important people

To promote and distribute you work To download and upload audio/video

To look an idea and produce it to big stories Just only to see what is going on

To share information with others For personal branding

To invite audiences to follow your program or news

To find out what people are talking about

To engage on a discussion with audiences

To follow sources and media outlets update

Because your editors and media want it

If other please specify here _____

17. To what extent do you use social media for professional purpose?

- A. Very often(always)
- B. Often
- C. Sometimes
- D. Rarely
- E. Never

18. Which of the following do you value most in using social media?
- A. To distribute news and information
 - B. To gather news and information
 - C. To do both(two way)

If extra, Please explain _____

19. Facebook is the most commonly used social media in Ethiopia. How do you rate your participation in discussions on social media, especially Facebook?
- A. I always participate
 - B. I frequently participate
 - C. I sometimes participate
 - D. I rarely participate
 - E. I never participate
 - F. I don't use Facebook

20. If your participation in discussions is minimal, what deter you from engaging in discussions on Facebook? (You can mark more than one)

Security reasons e.g surveillance

Political reasons

Professionalism reasons

Interest reasons

Language of discussion

If other, please specify _____

21. Do you trust the information you get on social media?
- A. I do trust
 - B. I don't Trust
 - C. It depends

22. How do you validate the content you get from social media?
- A. Contacting official sources
 - B. Contacting the social media source
 - C. Asking other journalists
 - D. I don't use the content I get from social media

23. How do you rate social media help in your daily activities?
- A. Not important at all
 - B. Somewhat Important
 - C. Important
 - D. Very Important
 - E. Extremely Important

24. What is the big opportunity social media has brought in your profession of journalism? (You can mark more than one)

- It makes news and information easily accessible
- It makes gathering of news easy
- It makes sharing and distributing of news easy
- It improves your relationship with the audience
- It improves your job since it provides up to date information
- Enable you to know the agenda of the people

25. Have you ever sourced news or information from social media in your news or program?
 A. Yes
 B. No

26. If your answer for number 25 is No, what do you think is the case?
 Please reason out
 below _____

 _____.

27. How do you rate your knowledge of social media?
 A. Excellent
 B. Very good
 C. Good
 D. Average
 E. Poor

28. Do any of the following discourage and challenge you from using social media for journalistic purpose? (Select one or any that apply)

- Information cannot be trusted
- The guidelines of organization I am working in prohibits me
- Concerns over my personal privacy and professional reputation
- Concerns over the sources privacy
- It is not widely used by relevant contacts
- I don't think it is the right thing to do

29. On which category of social media user do you put yourself?
 A. Skeptical(not active user)
 B. conformist(active user)
 C. Activist(very active user)

30. Do you manage social media account or social media group(e.g Facebook group) you created with the name of your program or show?
 A. Yes B. No

31. If your answer is yes for question number 30, does your organization know about it?
 A. Yes B. No

32. Does the station you are working for encourage you to use social media for professional journalism purpose? E.g giving you training

A. Yes B. No

33. Do you act differently on social media compared to the way you do in the media you are working in?

A. Yes
B. No

If you say yes, why do you think it is? Please state below

34. Do you agree the use of social media by the media you are working for would help to improve the relationship with the audience?

A. Fully agree B. Partly agree C. Partly disagree D. Fully disagree

35. Media institutions in Ethiopia claim that they put high premium on the development and democracy role of the media. Do you agree social media would enhance this role?

A. Fully agree B. Partly agree C. Partly disagree D. Fully disagree

36. Do you think the rise of social media networks has impacted on Ethiopia's media landscape?

A. Yes
B. No

If yes please reason out below

37. Do you think the rise of social media has impact on journalism?

A. Yes B. No C. Don't know

38. What is the challenge of using social media for journalistic purpose in your media?

Internet access is difficult
Your organization prohibits you from using
You don't have knowledge to use
Your managers don't think it is worthy

39. Do you have any other comments?

I AM MOST GRATEFUL FOR YOUR RESPONSES. MANY THANKS FOR YOU FOR COMPLETING THIS QUESTIONNAIRE.

Appendix B

መጠይቅ

እኔ በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን ፋክልቲ የድህረ ምረቃ ተማሪ ስሆን Social Media and Journalism: Journalists and Media Outlets' Use of Social Media Networks in Ethiopia በሚል ርዕስ ጥናት እያካሄድኩ እገኛለሁ። በመሆኑም ይህ መጠይቅ በኢትዮጵያ ውስጥ ጋዜጠኞችና የሚዲያ ተቋማት ማህበራዊ ሚዲያን እንዴት እየተጠቀሙ እንዳሉ መልስ የሚሰጥ ስለሆነ በጥንቃቄና በሀላፊነት እንዲሞሉልኝ በትህትና እጠይቃለሁ። የእርስዎ መልስ ለትምህርታዊ ጉዳይ ብቻ የሚውልና በሚስጥር ስለሚጠበቅ እባክዎን ቅን መልስ በመስጠት ይተባበሩኝ።

ለግዜዎትና ትብብርዎ በቅድሚያ አመሰግናለሁ።

አመዩ አታና (ameyuetana@gmail.com, www.facebook.com/ameyu.etana)

እባክዎን እንደአስፈላጊነቱ (✓) ምልክት እንዲሁም በማክበብ መልስዎን ያስፍሩ።

የመጀመሪያ ክፍል መጠይቅ

1. ያታ?

ወንድ ሴት

2. እድሜዎ በየትኛው ውስጥ ይካተታል?

20-25 26-30 31-35 36-40 41-45
ከ46 በላይ

3. የሚሰሩበት የሚዲያ ተቋም?

ኢብኮ ፋብኮ አሬቴድ ሌላ

ሌላ ካለ እዚህ ያስፍሩ _____

4. የሚሰሩበት የሚዲያ ዘርፍ?

ቴሌቪዥን ሬዲዮ (ብሔራዊ) ሬዲዮ (ኤፍ ኤም)
አንላይንና ዌብሳይት (ማህበራዊ ሚዲያ)

5. የትምህርት ደረጃዎ?

ሰርተፊኬት ዲፕሎማ የመጀመሪያ ዲግሪ
 ሁለተኛ ዲግሪ ሶስተኛ ዲግሪ

6. የስራ ደረጃ ?

ሪፖርተር ከፍተኛ ሪፖርተር ረዳት አዘጋጅ
 አዘጋጅ ከፍተኛ አዘጋጅ ኤዲተር ከኤዲተር በላይ

7. የሚሰሩበት ቋንቋ?

አማርኛ አፋን ኦሮሞ ሶማሊኛ ትግርኛ
 አፋርኛ እንግሊዘኛ አረብኛ ፈረንሳይኛ

8. በሚዲያ ስራ ውስጥ ምን ያህል አመት ቆዩ?

1-5 6-10 11-15 16-20 ከ21 በላይ

9. የሚሰሩበት ክፍል?

ሀ. ዜናና ወቅታዊ ለ. ትምህርታዊ ፕሮግራም
 ሐ. መዝናኛ መ. ከተዘረዘሩት በሁለቱ ወይም በሶስቱ

ክፍል ሁለት: የማህበራዊ ሚዲያ አጠቃቀም

10. የማህበራዊ ሚዲያ ኔትዎርኮችን ይጠቀማሉ?

አዎ አይ

11. ከላይ ላለው ጥያቄ መልስዎ “አዎ” ከሆነ ማህበራዊ ሚዲያን ለመጠቀም የኢንተርኔት አገልግሎት ከየት ያገኛሉ? (ከአንድ በላይ መምረጥ ይችላሉ)

መስሪያ ቤት

ስማርት ፎን፣ ታብሌት ወይም በሞባይልዎ

ኢንተርኔት ካፌ

ሌላ ካለ እባክዎን እዚህ ያስፍሩ _____

12. ከማህበራዊ ሚዲያ አይነቶች የትኛውን ይጠቀማሉ? (የሚጠቀሙትን ያህል መምረጥ ይችላሉ)

Facebook Blogs LinkedIn Wikipedia

Twitter YouTube Google+ Pinterest

Instagram SoundCloud

ሌላ የሚጠቀሙት ካለ እባክዎን እዚህ ያስፍሩ _____

13. ማህበራዊ ሚዲያን ለምን ያህል ጊዜ ይጠቀማሉ?

- ሀ. በቀን ብዙ ጊዜ
- ለ. በቀን አንድ ጊዜ
- ሐ. በሳምንት ጥቂት ቀናት
- መ. በሳምንት አንድ ቀን
- ሠ. በወር ጥቂት ቀናት

14. ማህበራዊ ሚዲያን ለምን ጉዳይ ነው የሚጠቀሙት?

- ሀ. ለግል ጉዳይ
- ለ. ለሞያ ጉዳይ (ጋዜጠኝነት)
- ሐ. ለሁለቱም

15. ለግል የሚጠቀሙ ከሆነ ለምን ጉዳዮች ማህበራዊ ሚዲያን ይጠቀማሉ?

(ከአንድ ባለይ መምረጥ ይችላሉ)

- ስሜትን ለመጋራት በማህበራዊ ጉዳዮች ላይ ለመወያየት
- ፎቶዎችንና ሀሳቦችን ለመጋራት መልዕክት ለመለዋወጥና ለመዝናናት
- ጓደኞችዎን ለማግኘት ለግንኙነት
- ማህበራዊ ሚዲያ ላይ ምን ጉዳይ እንዳለ ለማወቅ
- ሌላ ካለ እባክዎ እዚህ ያስፍሩ _____

16. ለጋዜጠኝነት የሚጠቀሙ ከሆነ ለምን ጉዳዮች ነው ማህበራዊ ሚዲያን የሚጠቀሙት? (በሚጠቀሙት ልክ መምረጥ ይችላሉ)

- ዜናና መረጃን ለመፈለግ ለሰበር ዜና
- ከአድማጭ አስተያየት ለማግኘት ለኔትዎርኪንግ
- ሌላው ሚዲያ ምን እንደሰራ ለማወቅ ታላላቅ ሰዎችን ለመከታተል
- ስራዎችን ለሌሎች ለማጋራትና እንደያውቁት ለማድረግ
- ድምፅና ቪዲዮ ለማውረድና ለመጫን ራስን ለማስተዋወቅ
- ከሌሎች ጋር መረጃን ለመጋራት
- ሀሳብ ለማግኘትና እሱን ደግሞ አሳድጎ ለመስራት
- ምን እየሆነ እንዳለ ብቻ ለመከታተል
- ዜና ወይም ፕሮግራሞችን እድማጭ/ተመልካች እንዲከታተል ለመጋበዝ
- ህዝቡ ስለምን እያወራ እንዳለ ለማወቅ
- ከአድማጭ/ተመልካች ጋር ወይይቶች ላይ ለመሳተፍ

የምንጮችንና የሚዲያ ተቋማትን አዲስ መረጃ ለመከታተል

ኤዲተሮችና የሚሰሩበት ሚዲያ ሰለሚፈልግ

ሌላ አለ፣ እዚህ ጋር ያስፍሩ _____

17. ማህበራዊ ሚዲያን ለሞያ ጉዳይ ምን ያህል ጊዜ ይጠቀማሉ?

ሀ. ሁሌ

ለ. ብዙ ጊዜ

ሐ. አንድ አንዴ

መ. አልፎ አልፎ (ቆይቶ)

ሠ. በፍፁም

18. ከተዘረዘሩት ውስጥ ማህበራዊ ሚዲያን በብዛት የምትጠቀሙት ለየትኛው ነው?

ሀ. ዜናና መረጃን ለማስተላለፍ/ለማሰራጨት

ለ. ዜናና መረጃን ለመሰብሰብ

ሐ. ለሁለቱም

ሌላ ካለ እባክዎ እዚህ ያስፍሩ _____

19. በኢትዮጵያ በብዛት ከሚዘወተሩ ማህበራዊ ሚዲያዎች ፌስቡክ ዋናው ነው።

በፌስቡክ የውይይት መድረኮች ላይ ምን ያህል ጊዜ ይሳተፋሉ?

ሀ. ሁሌ እሳተፋለሁ

ለ. አዘወትራለሁ

ሐ. አንድ አንዴ እሳተፋለሁ

መ. አልፎ አልፎ (ቆይቶ) እሳተፋለሁ

ሠ. በፍፁም አልሳተፍም

ረ. ፌስቡክ አልጠቀምም

20. በውይይቶች ላይ ተሳትፎዎ ዝቅተኛ የሚባል አይነት ከሆነ በፌስቡክ ውይይቶች

ላይ ከመሳተፍ የሚያግድዎ ምንድን ነው?

የደህንነት ምክንያት ለምሳሌ ስለላ

ፖለቲካዊ ምክንያቶች

ሞያዊ ምክንያቶች

የፍላጎት ጉዳይ

የውይይቱ ቋንቋ

ሌላ ካለ እባክዎ እዚህ ያስፍሩ _____

21. ማህበራዊ ሚዲያ ላይ የሚገኙ መረጃዎችን ያምናሉ?

ሀ. አምናለሁ

ለ. አላምንም

ሐ. እንደ ሁኔታው

22. ከማህበራዊ ሚዲያ ላይ የሚያገኙትን መረጃዎች እንዴት ነው የሚያረጋግጡት?

ሀ. ምንጮችን (ኦፊሻል) ኮንታክት በማድረግ

ለ. የማህበራዊ ሚዲያ ምንጮችን በማግኘት

ሐ. ሌሎች ጋዜጠኞችን በመጠየቅ

መ. ከማህበራዊ ሚዲያ የማግኘትን መረጃ አልጠቀምም

23. በቀን በቀን ውሎም ማህበራዊ ሚዲያ ምን ያህል እገዛ አድርጎልኛል ብለው ያስባሉ?

ሀ. ምንም አስፈላጊ አይደለም

ለ. በከፊል አስፈላጊ ነው

ሐ. አስፈላጊ ነው

መ. በጣም አስፈላጊ ነው

ሠ. እጅግ በጣም አስፈላጊ ነው

24. በጋዜጠኝነት ሞያዎ ውስጥ ማህበራዊ ሚዲያ ያመጣው ትልቅ እገዛ ምንድን ነው?

(ከአንድ በላይ መምረጥ ይችላሉ)

ዜናና መረጃ በቀላሉ እንዲገኙ አድርጓል

ዜናዎችን የመሰብሰብ ስራ አቃሏል

ዜናን ማጋራትና ማሰራጨትን አቃሏል

ከአድማጭ ጋር ያልዎትን ግንኙነት አሻሻሏል

ትኩስ መረጃ ስለሚያቀብል ስራዎትን አቃሏል

የህዝቡን አጀንዳ እንዲያውቁ ረድቶታል

25. በዜና ወይም በፕሮግራም ውስጥ ማህበራዊ ሚዲያን እንደ መረጃ ወይም ዜና ምንጭነት ተጠቅመው ያውቃሉ?

ሀ. አዎ

ለ. አይ

26. ለ25ኛው ጥያቄ መልስዎ አይ ከሆነ ለምን ይመስልዎታል? እባክዎ ምክንያቱን እዚህ ያስፍሩ _____

27. የማህበራዊ ሚዲያ እውቀቱን እንዴት ይገምቱታል?

- ሀ. እጅግ በጣም ጥሩ
- ለ. በጣም ጥሩ
- ሐ. ጥሩ
- መ. መካከለኛ
- ሠ. ዝቅተኛ

28. ከዚህ በታች ከተዘረዘሩት ማህበራዊ ሚዲያን ለጋዜጠኝነት እንዳይጠቀሙ የሚያስቸግሮት ወይም የሚያግዶት ምንድን ነው? (ከአንድ በላይ መምረጥ ይችላሉ)

- መረጃው አይታመንም
- የምሰራበት ሚዲያ ህግና መመርያ ይከለክለኛል
- የሞያዬን ስምና የግል መብቴን በማሰብ
- የምንጩን የግል መብት በማሰብ
- ብዙ ጊዜ እንደ ምንጭ ስለማይወሰድ
- ትክክል ስለማይመሰለኝ

29. በየትኛው የማህበራዊ ሚዲያ ተጠቃሚ ቡድን ውስጥ ራስዎን ያስቀምጣሉ?

- ሀ. ተጠራጣሪ (ብዙ የማይጠቀም)
- ለ. ተጠቃሚ (ጉዳዮችን በመምረጥ የሚጠቀም)
- ሐ. አቀንቃኝ (ቋሚ ደንበኛ ወይም ብዙ የሚጠቀም)

30. የማህበራዊ ሚዲያ አካውንት ወይም ቡድን (ለምሳሌ የፌስቡክ ግሩፕ) በፕሮግራም ወይም በሚያቀርቡት ሾው ስም ከፍተው የሚቆጣጠሩት አለ?

- ሀ. አዎ
- ለ. አይ

31. ለ30ኛው ጥያቄ መልሶ አዎ ከሆነ የእርስዎ ድርጅት ስለዚህ ያውቃል?

- ሀ. አዎ
- ለ. አይ

32. የሚሰሩበት ድርጅት ማህበራዊ ሚዲያን ለሞያዊ ጉዳይ እንዲጠቀሙ ይደግፎታል? ለምሳሌ ስልጠና በመስጠት

- ሀ. አዎ
- ለ. አይ

33. በሚዲያ ተቋሙ የሚያደርጉት እንቅስቃሴ ወይም ስራ በማህበራዊ ሚዲያ ላይ ከሚያደርጉት ይለያል?

- ሀ. አዎ
- ለ. አይ

መልሶ አዎ ከሆነ ለምን ይመስሎታል? እዚህ ያስፍሩ _____

34. የሚሰሩበት የሚዲያ ድርጅት ማህበራዊ ሚዲያን ቢጠቀም ከአድማዎ ጋር ያለውን ግንኙነት ያሻሽላል በሚለው ይስማማሉ?

- ሀ. ሙሉ በሙሉ እስማማለሁ ሐ. በከፊል አልስማማም
- ለ. በከፊል እስማማለሁ መ. ሙሉ በሙሉ አልስማማም

35. በኢትዮጵያ ውስጥ ያሉ የሚዲያ ተቋማት ሚዲያ በልማትና በዲሞክራሲ ውስጥ ያለውን ሚና እንደሚከተሉ ይገልጻሉ:: ይህን ማህበራዊ ሚዲያ ያግዛል በሚለው ይስማማሉ?

- ሀ. ሙሉ በሙሉ እስማማለሁ ሐ. በከፊል አልስማማም
- ለ. በከፊል እስማማለሁ መ. ሙሉ በሙሉ አልስማማም

36. እየተስፋፋ ያለው ማህበራዊ ሚዲያ በኢትዮጵያ ሚዲያ ምህዳር ላይ ያመጣው ጫና አለ ብለው ያስባሉ?

- ሀ. አዎ ለ. አይ
- አዎ ካሉ እባክዎ ምክንያቶን ይግለጹ _____

37. የማህበራዊ ሚዲያ መስፋፋት የጋዜጠኝነት ሞያ ላይ ጫና አለው ብለው ያስባሉ?

- ሀ. አዎ ለ. አይ ሐ. አላውቅም

38. በሚሰሩበት የሚዲያ ተቋም የማህበራዊ ሚዲያን ለጋዜጠኝነት ሞያ እንዳይጠቀሙ የሚያደርጉ ችግሮች ምንድን ናቸው?

- የኢንተርኔት አገልግሎት አስቸጋሪ ነው
- መስርያ ቤቱ አይፈቅድም
- እውቀት የሎትም (ለመጠቀም)
- ሀላፊዎች ተገቢ ነው ብለው አያስቡም

39. ለመስጠት የፈለጉት አስተያየት አለ? _____

ግዜዎትን መጠይቁን ለመሙላት በመወሰንዎ ምስጋናዬ ትልቅ ነው::

Appendix C

BAR-GAAFFII

Ani Yuunvarsitiiti Finfinnee mana barumsaa gaazexessummaafi komuunikeeshiniitti barataa digirii lammataa yeroon tahu mata-duree **Social Media and Journalism: Journalists and Media Outlets' Use of Social Media Networks in Ethiopia** jedhuurratti qorataan jira. Kanaafu, qorannoon kuni gaazexessitoonniifi miidiyaaleen Itoophiyaa keessa jiran miidiyaa hawaasaa (Social Media) akkamiin fayyadamaa jiru kan jedhu waan tahef odeeffannoon keessan haalaan na barbaachisa. Kanas bar-gaaffii kanarratti akka guuttan kabajaan isinan gaafadha. Deebiin guuttan barumsa qofaaf kan ooluufi kan dhoksaan qabamu waan tahef waan isinitti fakkaate guutuorra duubatti hin jedhinaa.

Yeroo keessaniif duraan dursee isinin galateeffachu fedha. Damboobaa.

Ammayyuu Ittaanaa(ameyuetana@gmail.com, www.facebook.com/ameyu.etana)

Sanduuqa keessa sararuun(√ or x) fi filannoo immoo irra-marsuun deebisu dandeessu.

Kutaa Jalqabaa: Odeeffannoo Namoota Guutanii

1. Koorniyaa?

Dhiira Dhalaa

2. Umuriin keessan hagami?

20- 25 26-30 31-35 36- 40 41- 45 46 oli

3. Miidiyaa kamiif hojjettu?

KBI KBF DHRTVO Kan biraa Maaloo asitti barreessaa _____.

4. Akaakuu miidiyaa kamiif hojjettu?

Televijinii Raadiyoo(Kan biyyaalessaa) Raadiyoo(Eff Emmii)
Onlaayiniifi Weebsaayitii(Miidiyaa Hawaasaa)

5. Sadarkaan barumsa keessani maali?

Waraqaa Ragaa Dippiloomaa Digirii Jalqabaa Digirii lammataa

Digirii Sadaffaa

6. Sadarkaan hojii keessan hoo?

Rippoortara Rippoortara olaanaa Gargaaraa qopheessaa Qopheessaa
Qopheessaa olaanaa Editara Editaraa ol

7. Afaan kamiin hojjetu?

Afaan Oromoo Afaan Amaaraa Afaan Somaalii Afaan Tigree
Afaan Afaar Afaan Ingilizii Afaan Arabaa Afaan Faransaay

Kan biraa, maaloo asitti barreessaa _____.

8. Ogummaa gaazexeessummaan waggaa meeqa hojjetan?

1-5 6- 10 11- 15 16- 20 21 caalaa

9. Garee kam hojjetu?

- A. Garee oduufi Tibbanaa
- B. Garee barnootaa
- C. Garee bashannanaa
- D. Asin ol keessaa lamaan yookaan sadan keessa hojjedha

Kutaa Lammataa: Itti Fayyadama Miidiyaa Hawaasaa

10. Miidiyaa hawaasaa fayyadamtuu?

A. Eeyyee B. Lakki

11. Gaaffii gubbana jiruuf deebiin keessan yoo eeyyee tahe, miidiyaa hawaasaa fayyadamuuf tajaajila intarneetii eessaa argattu? Tokko caalaa filu dandeessu.

Waajjiratti(bakka hojii)
Smaartfoonii, Moobaayilii yookin taableeti keessanin
Kaaffewwan Intarneetii

Bakka biraa fayyadamtan qabduu? Maaloo asitti barreessaa _____.

12. Gosawwan miidiyaa hawaasaa kam fayyadamtu? (Haga fayyadamtan filuu dandeessu)

Facebook Blogs LinkedIn Wikipedia
Twitter YouTube Google+ Pinterest
Instagram SoundCloud

Kan biraa, maaloo asitti barreessaa _____.

13. Miidiyaa hawaasaa hagam fayyadamtu?

- A. Guyyaatti si'a baay'ee
- B. Guyyaatti takka
- C. Torban keessaa guyyaa muraasa
- D. Torban keessaa guyyaa tokkoo
- E. Ji'a keessaa guyyaa muraasa

14. Miidiyaa hawaasaa dhimma maaliif fayyadamtuu?

- A. Dhimma dhuunfaa
- B. Dhimma ogummaa(kan gaazexessummaa)
- C. Lamaaniifuu

15. Dhuunfaaf yoo fayyadamtu tahe, dhimmoota maalif dhimma itti baatu? (Tokko caalaa filuu dandeessu)

Miira qooddachuuf Dhimmoota hawaasummaarratti mari'achuuf
 Suurawaniifi yaadawwan qooddachuuf Bashannanaafi ergaa walii dabarsuuf
 Hiriyyoota qunnamuuf Walitti dhufeenyaaf
 Miidiyaa hawaasaarratti dhimmi ijoo maali kan jedhu hubachuuf

Kan biraa, maaloo asitti barreessaa _____

16. Ogummaaf yoo fayyadamtu tahe, dhimmoota maaliif fayyadamtu? (Tokko caalaa, haga itti fayyadamtan filuu dandeessu)

Oduufi odeeffannoo barbaacha Oduu haaraaf
 Dhaggeeffataarraa yaada argachuuf Walitti dhufeenya cimsuuf
 Miidiyaan kaan maal akka hojjete hubachuuf Namoota beekamoo hordofuuf
 Waan hojjettan kaaniif daddabarsuufi beeksisuuf Sagaleefi suura fe'uu/fudhachuuf
 Yaada biraa argachuufi isammoo guddistanii hojjechuuf
 Kaan waliin odeeffannoo qooddachuuf Maaltu akka jiru qofaa baruuf
 Dhaggeeffattoonni/daaw'attoonni oduu/sagantaa keessan akka hordofan affeeruuf
 Uummatni maal akka odeessu baruuf Of-beeksisuuf
 Dhaggeeffattoota waliin mari'achuuf
 Wanta miidiyaaleefi maddooleen itti jiran baruuf
 Hoggantoonniifi miidiyaan hojjettaniif waan barbaadaniif

Kan biraa, maaloo asitti barreessaa _____.

17. Miidiyaa hawaasaa hagam dhimma ogummaaf (gaazexessummaaf) fayyadamtu?

- A. Yeroo hundaa
- B. Yeroo baay'ee
- C. Darbee darbee
- D. Tura keessa
- E. Gonkumaa hin fayyadamu

18. Kanneen gadii keessaa miidiyaa hawaasaa yeroo fayyadamtan kam caalsifattu?

- A. Oduufi odeeffannoo daddabarsuuf
- B. Oduufi odeeffannoo walitti qabuuf
- C. Lamaaniifuu

Kan biraa, maaloo asitti barreessaa _____.

19. Gosoota miidiyaa hawaasaa kamuu caalaa Itoophiyaa keessa Feesbuukiin fayyadamtoota baay'ee qaba. Mariiwwan Feesbuukii garaa garaarratti hirmaannaa keessan akkamiin madaaltu?
- A. Yeroo hundaan hirmaadha
 B. Yeroo baay'een hirmaadha
 C. Yeroo tokko tokkon hirmaadha
 D. Tura keessan hirmaadha
 E. Feesbuukii hin fayyadamu
20. Hirmaannaan isin mariiwwan Feesbuukiirratti taasistan yoo xiqqaa tahe, akka hin hirmaanne maaltu isin dhorka?

Sababoota nageenyaa Fknf basaasa

Sababoota siyaasaa

Sababoota Ogummaa(gaazexessummaa)

Fedhirraan kan ka'e

Afaan mariin suni itti adeemsifamu

Kan biraa, maaloo asitti barreessaa _____

21. Odeeffannoo miidiyaa hawaasaarratti argattan hagam amantu?
- A. Nan amana
 B. Hin amanu
 C. Akkumasaatti hundaa'a

22. Odeeffannoo miidiyaa hawaasaarraa argattan akkamiin mirkaneeffattu?

- A. Maddoota amanamoo ta'an qunnamuun
 B. Maddoota miidiyaa hawaasaa qunnamuun
 C. Gaazexessitoota biraa gaafachuun
 D. Odeeffannoo miidiyaa hawaasaarraa arge hin fayyadamu

23. Oolmaa keessan guyyaa keessatti gargaarsa miidiyaan hawaasaa qabu akkamiin madaaltu?

- A. Homaa barbaachisaaa miti
 B. Hamma tokko barbaachisaa dha
 C. Barbaachisaa dha
 D. Baay'ee barbaachisaa dha
 E. Akka malee barbaachisaa dha

24. Ogummaa gaazexessummaa keessan keessatti carraan guddaan miidiyaan hawaasaa fide maali? (Tokko caalaa filachuu dandeessu)

Oduufi odeeffannoon salphaatti akka argamu taasise

Hojii oduu walitti qabuu salphise

Oduu gooddachuufi daddabarsuu salphise

Walitti dhufeenya dhaggeffataa waliin qabdan fooyyesse

Oduu haaraa atattamaan waan isin biraan gahuuf hojii keessan isinii tumse

Ajandaan uummataa maal akka tahe akka bartan taasise

25. Qabiyyee(oduu yookaan odeeffannoo) miidiyaa hawaasaarraa argattan oduu yookan sagantaa keessan keessatti akka maddaatti fayyadamtanii beektuu?
 A. Eeyyee
 B. Lakki
26. Lakkoofsa 25'f deebiin keessan lakki yoo tahe, maaliif isinitti fakkaata? Sababa isaa maaloo asiin gadiitti barreessaa _____

 _____.
27. Beekumsa isin miidiyaa hawaasaarratti qabdan akkamiin madaaltu?
 A. Baay'ee baay'ee gaarii
 B. Baay'ee gaarii
 C. Gaarii
 D. Gidduu galeessa
 E. Gadi-aanaa
28. Asiin gadii keessaa miidiyaa hawaasaa hojii gaazexessummaaf akka hin fayyadamne kan isin rakkisan jiruu? (Tokko caalaa filu dandeessu)
- Odeffaannoon hin amanamu
 Ittiin bulmaatni dhaabbata keessa hojjettanii isin dhowwa
 Yaaddoo dhimma dhuunfaafi maqaa ogummaa keessaniif jecha
 Yaaddoo mirga maddooleef jecha
 Akka madda oduutti baay'ee waan hin odeeffatamneef
 Wanta sirrii natti hin fakkaatu
29. Garee fayyadamtoota miidiyaa hawaasaa keessaa kam keessa of keessu?
 A. Kan shakkan(yeroo baay'ee kan hin fayyadamne)
 B. Kan fayyadaman(dhimmoota filachuun)
 C. Kan leellisan (akka malee kan fayyadaman)
30. Miidiyaa hawaasaa ykn garee miidiyaa hawaasaa(garee Feesbuukii) maqaa sagantaa yookin qophii bashannanaan uumtani(bantani) gaggeessitan qabduu?
 A. Eeyyee
 B. Lakki
31. Gaaffii 30ffaaf yoo deebiin keessan eeyyee tahe, fuula yookaan garee miidiyaa hawaasaa yeroo bantan miidiyaan isin jalatti bultan quba qaba turee?
 A. Eeyyee
 B. Lakki
32. Miidiyaan isin keessatti hojjettan miidiyaa hawaasaa hojii gaazexessummaaf akka fayyadamtan isin jajjabeessuu? Fakkeenyaaf leenjii fa'i isinii kennuun
 A. Eeyyee
 B. Lakki

33. Haala miidiyaa keessatti hojjettaniin yeroo wal-bira qabdan wanta miidiyaa hawaasaa irrattii gootaniin wal-darbaa?

- A. Eeyyee
- B. Lakki

Deebiin keessan eeyyee yoo tahe maalif isinitti fakkaata? Asiin gadittii barreessaa

34. Miidiyaan isin keessatti hojjettan osoo miidiyaa hawaasaa fayyadamee walitti dhufeenya dhaggeeffattoota waliin qabu cimsuu danda'a kan jedhuun walii galtuu?

- A. Sirriittan walii gala
- B. Hamma tokko waliin gala
- C. Hamma tokko waliin galu
- D. Takkaa wal hin galu

35. Miidiyaawwan Itoophiyaa keessa jiran gahee miidiyaan misoomaafi dimookraasii keessatti qabu akka hordofan ibsu. Miidiyaan hawaasaa gahee kana tumsuu danda'a kan jedhuun walii galu?

- A. Sirriittan walii gala
- B. Hamma tokko waliin gala
- C. Hamma tokko waliin galu
- D. Takkaa wal hin galu

36. Miidiyaan hawaasaa baay'achuufi fayyadamtoonillee baay'achuun isaanii miidiyaalee Itoophiyaa keessa jiranirrattii dhiibbaa fide qaba jettuu?

- A. Eeyyee
- B. Lakki

Yoo tole jettan, maaloo sababa keessan asittii barreessaa

37. Guddachuun miidiyaa hawaasaa gaazexessummaarratti dhiibbaa qaba jettanii yaadduu?

- A. Eeyyee
- B. Lakki
- C. Hin beeku

38. Miidiyaa isin keessatti hojjettan keessa miidiyaa hawaasaa gaazexessummaaf akka hin fayyadamne kan isin dhorkan maali?

Intarneetiin rakkisaa dha

Dhaabbatni keessan akka hin fayyadamne isin dhorka

Beekumsa(itti fayyadama) hin qabdan

Hooggantoonni keessan waan gatii qabu isaanitti hin fakkaatu

39. Yaadni barreessuu barbaaddan jiraa? _____

DEEBIIWWAN HUNDAA WAAN DEEBISTANIIF GUDDAA GALATOOMAA.

Appendix D

List of Questions for Key Interviewees (journalists)

1. Do you use social media networks? Where and which type? For what purpose? To what extent do you use for professional purpose? List?
2. How often do you use social media? What is the opportunity social media has brought in your profession of journalism?
3. What is your view of social media? Do you trust the information you get from social media? How do you validate?
4. What purpose do you use social media for? (Personal/ professional?) Where do you access internet?
5. How frequently do you use social media? Which type of social media do you use most? Would you rate the importance of social media in your daily activity?
6. To what extent do you feel free to engage on discussion in social media, especially on Facebook or any other social media you use most? Why?
7. Does your station give you training on the importance of social media for journalism? Does your station use social media? For what purpose?
8. Which do you value most in social media? Merely sending and sharing or receiving and utilizing as well?
9. Do you think social media would be useful to enhance the development and democracy role of your media institution?
8. Do you think social media has an impact on journalism profession?
9. In your daily activity have you ever thought a difference in duty between journalists? Who are adept at using social media and those who are not?
10. Are you free to write and share whatever you like on social media? Would you explain it? Is your identity different on social media and the media you are working in? If different, why do you think it is?
11. What prohibits you from using social media for journalistic purpose?

12. What impact has social media brought on Ethiopian media landscape? Could you explain it?
12. How do you see the many contents on social media and on the mainstream media? Do they oppose each other? Do you think the use of social media by the station you work in would improve the relationship with the audience?
13. What are the challenges and opportunities of using social media for journalistic purpose in Ethiopia?

Appendix E

List of Questions for Media Managers

1. What is your knowledge of social media? What understanding do you have of using social media for journalism? Do you think social media has an impact on journalism?
2. What is your view of social media sphere in Ethiopia? (A threat or an opportunity?) Could it challenge your institution in circulating public opinion?
3. How do you discuss the relationship between social media and mainstream media in Ethiopia, particularly your institution?
4. What impact social media has brought on Ethiopian media landscape?
5. Do you state two incidents in which your agenda setting function of the station you work for gets challenge?
6. Does your station use social media? Which types of social media? For what purpose? For promotion and distribution or for utilizing as well?
7. Do you think social media would enhance the development and democracy role of your media institution? What is your take?
8. As a media manager, do you think social media would help you in improving your relationship with the audience?
9. Have you embraced social media strategy to advancing the mission of the station you manage? To what extent does your media institution takes social media presence? (training journalists as well) Do you have guidelines?
10. Do you think there would be a difference between journalists who are active at using social media and those who are not in their performance?
11. What opportunities do social media has for Ethiopia media sphere, especially for your institution? What challenges are there of using social media for journalism purpose in Ethiopia?

Appendix F

Forms To Be Filled By Key Interviewees (Journalists, Editors, and Media Managers)

1. Name _____
2. Gender _____
3. Age _____
4. Educational status _____
5. The media you work for _____
6. Language/s do you work in _____
7. The department are you working in _____
8. Job Title _____
9. Years of experience _____
10. Address; Email _____
Telephone _____.

I Can't Thank You Enough!

Appendix G**List of Key Interviewees for the Study**

No.	Interviewees	Gen.	Age	Educ.	Media	Job Title	Experience
1.	Interviewee 1	M	50	BA	Government	Producer	23+ years
2.	Interviewee 2	M	26	BA	Government	Asst. Editor	4 years
3.	Interviewee 3	M	35	BA	Government	Asst. Director	15 years
4.	Interviewee 4	M	37	BA	Government	Director	8 years
5.	Interviewee 5	M	42	BA	Private	Dep. Editor in Chief	20+ years
6.	Interviewee 6	M	28	BA	Private	Asst. Producer	3 years
7.	Interviewee 7	M	30	BA	Government	Producer	8 years
8.	Interviewee 8	M	28	MA student	Private	Asst. Editor in Chief	6 years
9.	Interviewee 9	M	28	BA	Government	Senior Reporter	3 years
10.	Interviewee 10	M	38	BA	Private	Editor in Chief	20 years
11.	Interviewee 11	M	33	MA Student	Private	Editor in Chief	8 years
12.	Interviewee 12	M	28	MA	Government	Senior Reporter	7 years
13.	Interviewee 13	M	39	BA	Government	Senior Editor	17 years
14.	Interviewee 14	M	34	MA Student	Private	Editor in Chief	11 years
15.	Interviewee 15	F	29	MA	Private	Editor in Chief	8 years
16.	Interviewee 16	F	44	BA	Private	Asst. Director	13 years
17.	Interviewee 17	M	47	PhD Candid.	Private	CEO	22 years