



ADDIS ABABA UNIVERSITY
COLLEGE OF HUMANITIES, LANGUAGE STUDIES,
JOURNALISM AND COMMUNICATION

AN INVESTIGATION OF THE LEVEL OF AUDIENCE
CREDIBILITY AND HOSTILITY TOWARDS SELECTED
ETHIOPIAN COMMERCIAL, REGIONAL AND NATIONAL
TELEVISION CHANNELS

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ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

**AN INVESTIGATION OF THE LEVEL OF AUDIENCE CREDIBILITY AND
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**In the History of the School of Journalism and Communication, Addis Ababa
University, I am the First Person to Defend a PhD Dissertation**

September 16, 2023
ADDIS ABABA, ETHIOPIA

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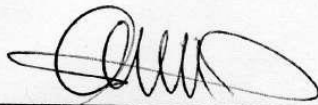
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ACRONYMS

- **AAU- Addis Ababa University**
- **COM- Cadre Oriented-Media**
- **ETV- Ethiopian Television**
- **EBC -Ethiopian Broadcasting Corporation**
- **FBC- Fana Broadcasting Corporation**
- **WT- Walta television**
- **OBN- Oromia Broadcast Network**
- **AMC-Amhara Media Corporation**
- **EPRDF -Ethiopian People’s Revolutionary Democratic Front**
- **TV – Television**
- **HMP- Hostile Media Phenomenon**
- **CGGT- Classical Glaserian Grounded Theory**
- **SJT-Social Judgment Theory**
- **SRT-Social Responsibility Theory**
- **SCT- Self Categorization Theory**

ABSTRACT

Credibility and hostility are linked than previous literature has generally recognized and some studies were able to find the inter-connection between the two. This study explicated the credibility and presence of hostile media phenomenon in the Ethiopian commercial, regional and national television channels. Thus, the study applied an explanatory sequential design. Surveys and semi-structured interview were employed to gather the quantitative and qualitative data respectively. SPSS version 26 data analysis software was applied to analyze the data quantitatively, whereas the Classical Glaserian Grounded Theory (CGGT) approach was applied to analyze the qualitative data and develop a conceptual theory. The Amhara and Oromia regional states and Addis Ababa city were purposively selected for this study. The selection of these two regional states and the capital city emanated from their influence in the Ethiopian politics in the past and present, their substantial population and some evidence of ongoing attempts at mobilization. Purposively, 600 respondents from all the two regional and federal cities were selected. The snowball and convenience sampling were applied to select respondents. Through the sampling technique 19 respondents were selected for the semi-structured interview. The study purposively included all the private, federal and regional governments' television channels found in the study areas; Fana television (FBC), Walta television (WT), Ethiopian television (ETV/EBC), Addis Television, Oromia Broadcast Network (OBN), Amhara Television (AMC). Even though the quantitative data showed that the Ethiopian commercial and national television channels are credible and less hostile than the regional states television channels but, the qualitative data indicated that three of them are not credible. Also, both the quantitative and qualitative data displayed that the Ethiopian regional television channels contribution to the hostile media phenomenon is more than the national and commercial television channels. Recommendations were given, so that every responsible body could take a step forward in solving the limitations with the Ethiopian media organizations, journalists and citizens.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Mainstream media (MSM) are media, like newspapers and broadcast, transmitted via the most important distribution channels in a certain country, which generally reflect the dominant thought, influences, values and perspectives (Chomsky,1997). The role of media reports within the world currently is to offer citizens with the information they need to proceed decisions on important issues, starting from national policy matters to consumer needs and products. Therefore, the effects of audience's perceptions of news stories are impactful to the current news media organizations and in this regard, a study on the credibility of media organizations are enormously vital in today's conditions of accelerating ideological polarization and politics (Oyedeki,2010). Within the current complicated and fragmented media atmosphere, partisan news media organizations deliberately write and spread political issues from their ideological viewpoints which have a great impact in making audiences to turn out to be increasingly distrustful of and hostile toward a news media report which is called oppositional media hostility (Murphy et al.,2012). Currently in Ethiopia journalists are starting to establish associations based on their regional and ethnic background, as shown by the introduction of the Amhara Journalists Association or the Tigray Journalists Association. They are extremely motivated to consider sources and evidences that support and magnify their own political and philosophical interest and avoid considering information sources from other regional states and ethnicities which could have contribution in balancing a story (Benon,2021).

First, these trends alongside elite polarization may lead individuals to become distrustful of the journalism and discount its credibility to report accurately on political events (Ladd,2011). Second, if people grow distrustful of news sources that they consider biased, they'll only consume news from ideologically congenial sources and become disdainful of other views (Jamieson and Cappella,2008; Sunstein,2009). Additionally, as democracy depend upon people having the ability to believe the news for information, but if audiences dismiss information within the media because it's not credible and hostile to their views may cause greater misunderstanding and polarization (Lord et al.,1979; Perloff,1989) and political alienation (Tsfati,2007) among different communities. In this regard, different scholars and researchers have given their definitions of credibility and hostility supported by different presuppositions based on the impact it has among various communities. For instance, credibility has been

defined as “believability, trust, perceived reliability,” and scores and combinations of other concepts (Self,1996). Also, some researchers acknowledged that credibility can be perceived as a receiver's perception rather than an objective property of the source of data (Gunther,1992). Fogg and others (2001) defined credibility as "a perceived quality; it doesn't reside in an object, a person, or a bit of information". Credibility has been discussed in the three manners of communication: source credibility, medium credibility and message/content credibility (Metzger et al.,2003). The source credibility aspect explores the knowledge and honesty of the journalist who reports the message or news (Kiouisis,2001; Seif, 1996) and medium credibility is the news medium’s trustworthiness (Bucy,2003) whereas news/message credibility is the perceived credibility of the news stories itself, such as informational quality, currency or accuracy (Metzger et al.,2003).

In addition to credibility, this study also considers hostile media phenomenon (HMP) and presents how it relates with the concept of media credibility. One of the most accepted definitions of HMP is that, it is partisans’ tendencies to “perceive hostile bias in news coverage that most nonpartisans find even-handed and objective” (Vallone et al.,1985; Lee,2005; Perloff,2015). Similarly, one comprehensible theoretical account of the HMP theorizes the effect as an inter-group phenomenon (Duck et al.,1998; Matheson & Dursun,2001; Ariyanto et al.,2007; Hoffner & Rehkoff,2011; Reid,2012). Sympathizers and opponents of a political issue or politician may hold antithetical views of media content, such that both sides believe the media are unfair against their position and favor the opponent (Gunther & Schmitt,2004). Therefore, politicians who perceive the media to be hostile are less willing to directly engage with journalists and it is believed that the media fail to inform the public and are more inclined to emphasize conflicts to garner public attention and news content (Matthes, Maurer, & Arendt,2019), because of such cases opposing media outlets retain lower credibility (Feldman,2011).

The measurements of media credibility and hostility have been developed by various scholars. Gaziano and McGrath (1986) were the earliest developer of media credibility measurement who have prepared 16 bipolar semantic differential items and conducted factor analysis that yielded three factors social concern, patriotism and a 15-item credibility scale. In the attempts to develop measures which are media credibility, some scholars have tried to disprove the theoretical and methodological disagreements of previous measures with some reasons and tried to come up with their own measures of media credibility and hostility. Meyer (1988)

argued that Gaziano & McGrath's credibility scale was not rooted in theory and disputed the validity of the research instrument, which he argued was susceptible to error. He replicated their study and conducted factor analysis to analyze the result. Meyer found two factors from the original Gaziano and McGrath (1986) believability scale and called the first factor community affiliation and the second one a five-item scale that measures fairness, bias, trustworthiness, accuracy, and completeness credibility. Following Meyer, West (1994) tested Meyer's credibility scale and concluded that it was a valid and reliable measure of credibility. Subsequent studies on the subject (including Wanta & Hu,1994; Kiouisis,2001; West,1994) have, however, default towards Meyer's (1988) measure of media credibility. With regard to this, there is little inconsistency in the literature on how to measure hostile media perceptions, as studies often use different items to measure the concept. Though, there is wide agreement that at its core, the conception involves individualities' comprehensions that media content is not neutral, balanced, or fair (Perloff,2015). The key theoretical perspectives of the HMP theory conceptualizes the consequence as an intergroup phenomenon (Duck et al.,1998; Matheson et al.,2001; Ariyanto et al.,2007; Hoffner & Rehkoff, 2011; Reid,2012).

Studies conducted by various scholars regarding credibility and hostility showed that these two concepts are the two sides of the same coin. While the understandings of hostility and credibility have highly been studied distinctly (D'Alessio,2003; Eveland and Shah,2003; Fico et al.,2004; Gunther,1988; Meyer,1988), it seems plausible that these two ideas are more closely linked than previous literature has generally acknowledged (Choi et al.,2006; Tsfat and Cohen,2005). Some studies have explored this possibility. For instance, Tsfat and Cohen (2005) demonstrate that hostile media phenomenon regarding the Gaza community are negatively linked to trust in media, which further impacted trust in democracy. Trust and credibility have been used interchangeably, or with one seen as an element of the other (Kiouisis et al.,2001). In addition to this, the Palestinians and Israelis are more likely to distrust coverage of the Middle East than US citizens who have had no direct ties with, or experience in, the Middle East. The findings mentioned that most of audiences' own biases are major reason for a media to be trusted or mistrusted (Gunther,1992).

In the Asian and African continents, the perceived credibility and hostility of news media and stories also have become a social and political issue. A survey conducted in Asia by several scholars' shows that the audiences' perceived credibility of the mainstream news media is continuously decreasing from time to time because of fabricated and sensationalized news

stories (Cheng,2006; Muneer et al.,2014; Yang,2015). Although the numbers of media companies are increasing, studies on the credibility of mainstream news media in several African countries shows that the news media are skeptic of the accuracy, fairness and trustworthiness of news media organizations reports (Adeyanju,2015; Ezeah et al.,2017).

Ethiopia is witnessing a rise in the numbers of private, state and federal owned broadcast news media. Although the amount of Ethiopian commercial and national broadcast media is increasing, different studies indicate that the audiences' satisfaction towards the broadcast media is decreasing (Abel,2005; Tseganesh,2009; Kassahun,2017; Birhane,2017 & Semen,2018). Currently, the Ethiopian media environment is normally described and explained as a polarized media where there is always strong opposition between the different state, federal and private news media organizations (Price et al.,2009; Stremlau,2014). *Reuters* reported that increased polarization in Ethiopian news media is “one of the unmasked secondary problems” of the newly created media pluralism. According to the report, indeed the news media outlets has nowadays become victim to the same polarization. Previously such government owned television, radio and print media outlets were highly under controlled and would represent the ruling coalition in its wholeness. Currently, with the emergence in various regional mass media organizations, the government media organizations in the country have experienced diverse regional outlets nurture their own separate distinct identities in line with the most prominent ethnical group in the regions where they are grounded (Reuters,2021). In this regard it's not impossible to compare the situations of Ethiopia and Rwanda, a country where news media deliberately divided along ethnical lines helped transfigure a political extremity into a genocide that led to the payoff of nearly a million people in the early 1990s. Or between Ethiopia and Kenya, where a reporter was indicted of using his radio show to addict the dears of the post-election violence that claimed hundreds of lives and led to the relegation of thousands of others (Reuters,2021).

Consequently, Ethiopia had been confronted by a political transition or reform in 2018 and since the transition; no study has assessed the credibility and hostility situation among various commercial, regional and national television channels. At this point, this study was meant to fill the knowledge gap especially how one's regional state media audiences perceive their own regional and the other commercial, regional and national television channels and the presence of hostile media phenomenon (HMP).

1.2 Statement of the Problem

News media is a dynamic instrument for change and reconstruction as well as reformation (Olube,2013), for the presence and functioning of modern democratic societies (Brundidge et al.,2014). Consequently, people are avid consumers of news disseminated through different kinds of outlets and use it to make sense of the world around them (Moro & Aikat,2010). In this regard, the success and failure of news media can often rely on audiences' over-all perceived credibility of the news media organization (Wanta & Hu,1994, Meyer,2004, Ojedeji,2010) and in spite of this, audiences tend to perceive a bias in a news report even though the news content is well balanced and fair (Vallone et al.,1985; Gunther & Schmitt, 2004; Gunther et al.,2004). Researchers who investigate why audiences perceive media biases have discovered that supporters of different political groups or issues tend to perceive the media as unfair and hostile to their own viewpoints while favoring their opponents (Dalton et al.,1998; Gunther et al,2001). Most studies of this nature focus on two groups surrounding a single issue such as political conflict, a controversial type of research, or a labor strike that tend to believe the media unfairly favor their opponents (Christen et al.,1998, Gunther et al.,2001). The highly partisan individualities will perceive more bias against their political stance in media coverage than a less politically passionate individual will, thus creating perceptions among partisan individuals that opposing media outlets possess less credibility (Feldman,2011). With the expansion of partisan news media organizations, researchers have come up with a relative HMP concept, where people tend to perceive more bias in media organizations that does not share their political perspectives and stance (Coe et al.,2008; Gunther & Christen,2002; Gunther et al.,2001).

Ethiopia is a federal state with 13 regional states which are working in collaboration with the federal government. Also, the country has been described as “a museum of peoples” (Beshir,1979; Wagaw,1999) whose population is characterized by a “complex pattern of ethnical, linguistic, political and religious realities” (Tronvoll,2000) and those various groups have peacefully lived long together being respectful to each other's cultural, religious and other values. Nevertheless, since April 2018, ethnical and religious-based conflicts have alarmingly escalated in Oromia, Amhara, Tigray, Addis Ababa and in several corridor of the country affecting establishments ranging from universities to religious institutions (Semir,2019; Michelle N. et al.,2020). Due to the fact, the Ethiopian media is questioned and held responsible for being the cause and reason in the country's disorder and damage which has exploded and happened in utmost corridors of the country since 2019 (Terje and Mulatu

Alemayehu,2020). The previously Ethiopian fully controlled media environment under the Ethiopian federal government (EPRDF-supportive) has been undertaken by a fragmented and uncontrolled regional media structure with a rising significance of regional mass media organizations in most parts of the country. Additionally, the regional media agencies especially Oromia, Amhara and Tigray are also highly conscious that they compete with the other regional, federal and private media organizations, both with regard to audiences and political narratives and because of such reasons, the media landscape in Ethiopia is described as a polarized media environment (Terje and Mulatu,2020).

Most previous studies in the Ethiopian news media have mainly focused on audiences' satisfaction on some Ethiopian private, federal and regional news media organizations (Abel,2005; Tseganesh,2009; Kassahun,2017; Birhane,2017 & Semen,2018, Addis Ababa University,2019). However, three studies conducted by Mulatu Alemayehu (2017), Endalkachew Aklilu (2018) showed how the mainstream media is functioning in reporting conflict respectively. While the third one by Terje and Mulatu Alemayehu (2020) in their study on the role of media in ethnic tensions in the present-day Ethiopia found and explained that since the regional state media are structured under the regional governments which are demarcated by languages, the political narratives of the regional states determine the media content and the regional media use sources that identify with their regional state or ethnic group. In addition, the Ethiopian media practices the styles of othering to organize news stories which includes disregarding important aspects of an ethnical or political group that is perceived as an opponent and taking information from another outlet to expose what another ethnic group is doing wrong (Reuters,2021). The attitudes conveyed may have implications for credibility and presence of HMP across audiences. However, despite the importance of the subject for the development of the country in the area of media no study has examined media credibility and the presence of hostile media phenomenon at least since recent times.

Therefore, based on the above multiple reasons and facts this study examined and assessed the credibility and presence hostile media phenomenon in Ethiopian commercial, regional and national television channels. This is to mean that the study focused on the audiences' living in the selected regional cities of Ethiopia and their level of perception regarding the credibility and presence of hostility in the Ethiopian commercial, regional and national television channels.

1.3 Objectives of the Study

1.3.1 General Objective of the Study

The general objective of this study is to investigate the audiences' perceived credibility and presence of hostile media phenomenon in the Ethiopian private, regional and federal television channels.

1.3.2 Specific Objectives of the Study

Based on the multiple reasons and implications explained in the background of the study and statement of the problem regarding the importance of studying the audience level of credibility and presence of HMP, the following specific objectives are designed.

1. To analyze the audiences' credibility (Medium, Message and Source) ratings of their regional Television Channels.
2. To investigate the audiences' credibility (Medium, Message and Source) ratings of their regional vs. other regional Television Channels.
3. To analyze the audiences' credibility (Medium, Message and Source) ratings of their regional vs. other private and federal Television Channels.
4. To find out the audiences' reasons for evaluating the credibility of the Ethiopian private, regional and federal Television Channels.
5. To investigate the audiences' perceptions on the presence of hostile media phenomenon among audiences of regional Television Channels.
6. To analyze the relationships between the audiences' perceived credibility and presence of HMP in the Ethiopian private, regional and federal Television Channels.

1.4 Research Questions

Thus, the researcher has investigated and assessed the credibility and presence of hostile media phenomenon (HMP) in the Ethiopian commercial, regional and national television Channels.

Consequently, the research questions are categorized into two parts and those are questions on audiences' perceived credibility and the presence of HMP within the Ethiopian television channels and they are: -

1. What are the audience credibility (Medium, Message and Source) ratings of their regional television Channels?
2. How do audience rate the credibility (Medium, Message and Source) of the other regional television channels?
3. What are the audience credibility (Medium, Message and Source) ratings of the national television channels?
4. How do the audience rationalize their judgment of the credibility of the Ethiopian commercial, regional and national television channels?
5. What are the audience perceptions on the presence of hostile media phenomenon among the regional television channels?
6. What are the relationships between the audiences' perceived credibility and presence of HMP within the Ethiopian television channels?

1.5 Conceptual Framework

In order to gain a greater understanding about audiences' perceived credibility and hostile media phenomenon, a conceptual framework is given. The conceptual framework conceptualizes the audiences' perceived credibility and presence of the HMP in the Ethiopian commercial, regional and national television channels and the rationalizations behind their judgment. The audiences' perception of their regional against commercial and federal and other regional television channels is expected to vary because of different factors.

Likewise, the audiences' background such as their demographic, political and socio-economic profile, are deemed to affect their perceived credibility and presence of HMP within the Ethiopian television channels. Scholars of the perceived credibility and presence of HMP of media studies have pointed out the important influence of audiences'-based variables in their assessments. These include: - education (Mulder,1981), income (Powell & Ibelema,2001), age (Bucy,2003), gender (Kohut & Robinson,1988), Religion (Anita & Guy,2010), group membership (Ariyanto et al.,2007; Gunther et al.,2009; Vallone et al.,1985), party identification (Eveland & Shah,2003; Dalton, Beck, & Huckfeldt,1998; Huges & Glynn,2010). Also, marital status and regional state are the other variables which will be included in this research. Further, this attempted to examine the relationship between audiences' perceived credibility and presence of HMP within the Ethiopian television channels.

The starting point for this framework is the audiences in different places of the country (in federal and regional cities). At the very bottom the study purposively included and placed the Ethiopian commercial, regional and national television channels. From all the television channels, they are purposively chosen based on their reaches in all over the country among the other outlets. Finally, the audiences' reasons for their judgment of the credibility and presence of HMP within the Ethiopian television channels were explained and presented. This refers to the television channels found under the ownership of the commercial, regional and national governments in the selected federal and regional cities in which audiences are exposed to.

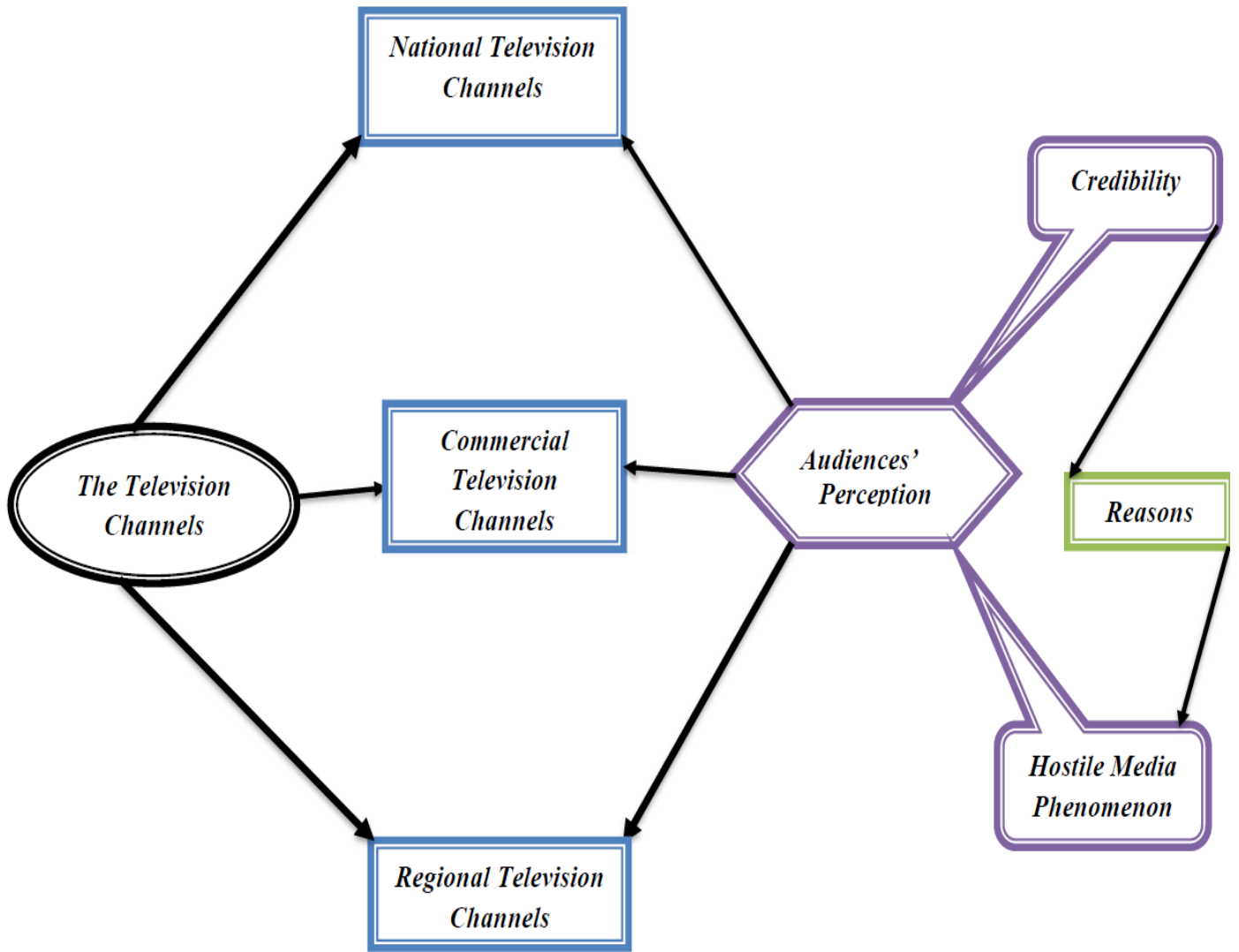


Figure 1: *Conceptual Frame Work of the study*

1.6 Significance of the Study

This study is primarily important to the media owners, social psychologists and political science scholars, politicians, policy makers, journalists and researchers. For social science scholars, the study of media credibility and HMP study are interesting starting points, because its understanding adds to the knowledge of how members of society react to their immediate social surroundings in the information age. Specifically, this effect might have the implicit to change people's perception towards the media and the media's conclusive power over individual media consumers and public opinion. The perception of media bias affects two abecedarian features that characterize the relationship between the public and the media: the public's trust and the media's influence. People who are susceptible to HMP view media content as unfair and inaccurate (Schmittet al.,2004). This perception undermines trust in the media, which, in turn, correlates with a drop in the media's influence. Tsfati (2003) found that when people did not trust the media, they inclined to reject the notion of public opinion created by the media. By contrast, when people regarded the media as credible, the media exerted a considerable power over the former's perception of public opinion. People who trusted the media were inclined to "consistently converge with the media's election predictions" (Tsfati,2003). In addition to this, the result of this study might be important for our current politicians in making them understand the impact of politics in media consumption.

The findings of this study might also be used as an input for policy designers. It influences the way in which policymakers, journalists, and issue advocates try to inform and effect media audiences (Golan et al.,2010). The result of the study might also have impact in the practice of different Ethiopian commercial, regional and national media outlets. Thus, the differently owned broadcast outlets can undergo some changes and improvements to win better influence on their audiences. Moreover, given the rapid rise and expansion of broadcast media outlets in the country, it is crucial to work on such kind of original study that help to explain the audiences' perceived credibility and presence of HMP in the Ethiopian media organizations. So, the result of this study might be used as a source of information for future researchers.

1.7 Scope of the Study

This study is limited to the audiences' credibility ratings and presence of HMP in the Ethiopian purposively selected commercial, national and regional television channels. The study explores the message, medium and source credibility of the Ethiopian commercial, regional and national television channels in addition to the presence of HMP.

From all the television channels found under the national, commercial and regional states; the television channels which are found in the Amhara, Oromia regional states and Addis Ababa city television channels are principally chosen for two reasons. Firstly, the two regional states and the capital city (Addis Ababa) are chosen because of their role in the country over all political, social and economic activities. Secondly, because the scope of this study, it is found to be appropriate to limit the study areas given that Asika (1991) underlines that proper sampling allows us to get a less time-consuming results rather than a survey of the entire population and offer us the chance to be focus on a given population than a complete coverage of the whole people.

1.8 Limitations of the Study

The study was designed to sample the audiences' credibility ratings and presence of HMP in commercial, national and regionally government owned television channels in Ethiopia. As a main limitation, there was a tendency of audiences to be uncooperative and unwilling in terms of giving out information and their view looking at the sensitivity of the study especially that it looked at the strong connection and relation the media organizations have with the politics in the country. They were afraid of giving information about the overall credibility and presence of the HMP in the Ethiopian commercial, regional and national television channels because of political reason. To overcome such challenges, a diplomatic and honest communication with the informants were the major solution the researchers took. The other solution was a letter of cooperation from the University of Addis Ababa, journalism and communication school was shown to each research participants to get their willingness. Regarding the current economic condition in the country, the budget is always one of the main limitations in following up such type of researches and this research were surely not the only one. The budget given from the university for the purpose of conducting this study were only 45,000 birr and because of the current economic inflation this much amount of money was not enough. To achieve the aim of the study the researcher was forced to use his salary even though it's challenging.

1.9 Operational Definitions

- **Cadre:** - refers to a group of skilled or otherwise trained professionals who are capable of establishing, training, or directing a structured institution whether it's a religious or political faction, or a trained employee with a power and influence but mostly they are under the ideologies and political leaders of a certain institutions (Jiang,1993; Burton and Highley,2001; Tshishonga,2014; Kok,2017; Endang & Karim,2020; Shaba,2020).
- **Unfair Media:** - refers to the failure of the news media in the objectivity and impartiality of news reporting (Pavlik,2001; Mencher,2011).
- **Media Bias:** - refers to a planned or unintentional inclination by the journalist, editor or publication to distort reality in a news report (Lin et al.,2011; Spillane et al.,2018).
- **Polarization:** - refers to increased levels of political congestion between societal groups and represents the distance between differing political positionings (Binder,1999, Jones,2001; Enders & Armaly,2019; Kearney,2019) indicating that very slow development and changes of policy innovation and ability to adapt to changes in economic, social, or demographic circumstances (McCarty,2007).
- **Conflict:** - means to a struggle or contest among people with contrasting desires, ideologies, beliefs, values, or goals (Algert, N.E.,1996).
- **Ethnic Diversity:** - is a way of defining and recognizing cultural differences in a country to separate the 'us' from the 'other' (Fürsich,2010).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Credibility of Media Organizations

The credibility research in media organizations have continued to be an essential part of the body of knowledge in the field of journalism and communication. Moreover, various researches have shown that the credibility of media has a great role on audiences because people are inclined to depend on media outlets that they believe delivers them with more truthful information and facts (Schweiger,2000; Lin,2008; Flanagin &Metzger,2007; Choi et al.,2006). This study lay out the complex relationships between motivation for consuming and perceived credibility of the Ethiopian private and government mainstream news media. Hence, this literature review will present the results of important media credibility studies, scholars' views on media credibility and previously identified factors that affect the credibility of news media and the news items.

According to Metzger and his colleagues (2003) credibility is characterized and categorized by three core objects of assessment: news, journalists and medium credibility (Metzger et al.2003). The assessment on the journalist's credibility focuses on the overall conditions and trustworthiness of the message sender (Bucy,2003). The journalist's expertise and trustworthiness are the main attributes, but there are multiple dimensions that define this concept, such as believability, fairness, completeness of information and accuracy (Kiousis,2001; Bucy,2003). Source (journalists) credibility examines how different characteristics of the sender can affect the evaluation of these dimensions and the processing of the message. The credibility of medium is the audiences perceived credibility ratings on a specific news outlet like; magazines, newspapers, radio and television (Nass & Sundar,2001). Most media organizations which are perceived to be credible by most individual audiences are attracting the greater attention. When individual audiences depend more on some news media organizations for education and information purpose, they probably rate the medium more credible than other media (Johnson & Kaye,1998; Kiousis,2001). Message credibility is the audiences' perception of the news stories itself, such as the quality and accuracy of the reported information (Metzger et al.,2003). Under this stream of study, the attributes of medium, source and message or news credibility and motives for consuming the mainstream news media outlets will be examined in terms of its impact on the overall credibility of the two differently owned mainstream media organizations.

Starting from the 1970s to 1980s research in the areas of credibility were more focused on measuring perception of audiences regarding the different news media types. Research conducted by Newhagen and Nass (1989) mentioned that audiences have different standards and values for rating the credibility of television and newspapers, as well as the news stories they spread. The believability of television news is based on what audiences think about the person who present the news on the screen. According to the scholars, the newspapers are always disadvantaged compare with televisions in surveys of audiences' attitudes because the separation in time and space between readers and the people who produce newspapers will lead newspapers to be perceived as an organizational unit rather than as a set of media outlets (Newhagen and Nass,1989).

Television credibility research began in the 1930s with the coming of radio as an alternative news media to newspapers and developed in the 1950s with the development and coming of television (Metzger, Flanagan, Eyal, Lemus, & Mccann,2003). So, based on the interest of the researchers and audiences in the comparative media credibility types, researchers started to conduct a study the credibility of different media types. (Self,1996). Before television become the leading being the most credible media platform, newspapers were the leading in terms of media credibility ratings (Self,1996). The betterment of Television channels does not stop with its spreads but also goes to the fact that it is appreciating excellent credibility (Hofileña,2004). This is seen in a study conducted by Hofileña, in 2004 on the 2004 pre-election Pulse Asia poll and indicated that 67% of the participants considered television as the most credible source of information and news about the candidates and the campaign. Also, according to Roper Institute's polls television continued to be the most credible media source despite scholars' arguments regarding the inaccuracies of medium and penchant for pandering to the lowest common denominator (Kioussis,2001; Metzger et al.,2003).

Studies regarding the credibility of news media are primarily focused on the trustworthiness of the news, journalists and medium. Source credibility studies will examine how characteristics of the communicator "influence the processing of the message" (Kioussis, 2001). Under this stream of research, the attributes of a source will be examined in terms of its impact on the message or content. The message may be processed based on reliability and expertise of the sender/source (Hovland et al., 1953; Pornpitakpan, 2004). Medium credibility studies, on the other hand, focused more on the channel used to deliver the information rather than on the individual or group sending the message.

2.1.1 Source Credibility

Past studies tested combinations of source qualities that would stimulate attitude change. Source expertise and trustworthiness are the major considerations in source credibility. Expertise plus trustworthiness equals credibility (Hovland et al.,1953). Expertise refers to the capability and proficiency of the speaker to make correct statements about his/her subject (Sternthal et al.,1978). Expertise is attributable to age, leadership, and social background. Older people were believed to be more experienced. Leaders were assumed to have the ability to predict. Those who talk about what they do reconsidered expert in their particular field (Hovland et al.,1953; Levine,1978).

A high credible source is perceived to provide a “more accurate perception of reality” (Gotlieb & Sarel,1991). On the other hand, trustworthiness is based on the honesty and integrity of the communicator (McGinnies & Ward,1980). If an audience believes the circumstance of the speaker were based on his/her disinterested beliefs the speaker will be perceived as trustworthy (Sternthal et al., 1978). Experiments showed that if audience perceived a speaker or source to have something to gain by persuading them, the speaker becomes less trustworthy (Hovland et al.,1953; McGinnies & Ward,1980). Moreover, McGinnies and Ward stated that a trustworthy source is more persuasive whether expert or not than an expert that is less trustworthy. Likewise, a communicator could hold the attention of the audience and change attitude if he/she has a striking personality, is attractive, or has an admirable appearance, and belongs to an influential group. Studies showed that the acceptance and believability of communication depend on the sender (Hovland et al.,1953; Sternthal et al.,1978). A communicator with prestige was believed to be more effective and credible. Highly respected individuals or organizations were expected to have better impact than unfamiliar sources. This was the result of an experiment given to two groups of subjects whose initial attitudes were unfavorable toward Henry Ford. The two groups were provided the same communication. In the first group, the propagandist from the very start and during his presentation, made it explicit that his intention was to make the subjects feel more favorable to Ford. In the second group, the same presenter told the subjects that his purpose was to make the group feel less favorable to Ford. The result showed that there was greater change produced in the first where the intent of the presenter was congruent to the group’s initial bias.

In most cases, high credibility sources were perceived to be more effective than medium or low credibility sources. However, low credibility sources tended to be more effective if thoughts of

the recipient of the message were positive. If thoughts were negative, the high credibility source tended to be more effective in influencing attitude and behavior change (Harmon & Coney, 1982; Pornpitakpan, 2004; Self, 1996). Nonetheless, Sternthal et al. (1978) said there is a dearth of studies on the joint effects of source credibility and other variables that affect the processing of communication. The other factors affecting the acceptance of a message may be attributed to receivers' idiosyncrasies. Experimental research indicated contextual factors had significant effect on the impact of source credibility (Sternthal et al.,1978). Emotions like affection, admiration, awe, and fear of the receivers also attribute to the acceptance or rejection of the message (Hovland et al.,1953; Self,1996). Culture also have influence on source credibility. Nevertheless, it was believed that "the communicator's power and his credibility are probably important in all societies" (Hovland et al.,1953). How differences in personalities of sources influenced attitudes of audiences toward certain issues was the subject of research of Hovland and Weiss (1951). They studied source credibility by using identical information presented by two sources: one trustworthy and the other untrustworthy. Their experiments showed that message acquirement and retention had nothing to do with the trustworthiness of the source.

Trustworthiness of the source, however, has a significant effect on the change of opinion of the receivers of the message. If the source was perceived as trustworthy, the change in opinion was greater than when the source was perceived untrustworthy. Subsequent research supported Hovland and Weiss's conclusions. Source credibility affects the acceptability of the message presented (Lee,1978). Lee's findings also supported Andersen and Clevenger's (1963) claim that "the ethos of the source is related in some way to the impact of the message". It was also believed that cognitive aspects of information processing should be considered in the study of message reception because individual "psychological noise" may prevent the receiver from accepting an unbiased message (Jacobson,1969). On the other hand, source credibility and message have direct association. Studies confirmed that there is considerable connection of credibility with message acceptance (Chebat, Filiatrault, & Perrien,2001; Pornpitakpan,2004). The more involved a person is with the message the more likely it is this person would actively process the message and may not scrutinize the credibility of the source. The involvement with the message could outweigh the credibility of the source. However, if involvement is low source credibility is more likely to be considered (Chebat et al.,2001; Pornpitakpan,2004; Self,1996). High involvement with the message may encourage central processing, and ignore peripheral cues like the message source. Nonetheless, source is not the only factor to be

considered in assessing credibility (Hovland et al.,1953). The impact of a message may depend on the credibility of the medium transmitting the information. For example, an advertisement may be given more credence if it appeared in a reputable magazine than in a tabloid.

2.1.2 Medium Credibility

Media credibility can be described as the medium's trustworthiness (Bucy,2003). It is distinct from source credibility, which focuses on the individual or group as communicator or to the message itself (Bucy,2003; Kioussis,2001). Media credibility, if measured as one conceptual dimension, is "most consistently operationalized as believability" (Bucy,2003). Jacobson (1969) studied the believability and credibility of mass media as news sources. He particularly focused on the credibility of the medium used in communicating. The study revealed that television was the most believable, followed by newspaper, and finally radio. The data analyzed was from the survey of the Wisconsin Survey Research Laboratory found in the University of Wisconsin-Madison, United States. The responses of those surveyed showed that believability of the media does not depend on their perceived objectivity. Newspapers, for instance, were rated as the second most credible and radio was third. Respondents, however, said that radio was considered to be more objective than newspapers. It was believed that this was so because newspapers had traditionally taken editorial positions that were not necessarily in consonance with the readers' beliefs or positions. It also revealed that respondents would rate a source to be more believable if its stand on a particular issue coincided with the beliefs of the reader or audience. The problem with this study was that it was not certain whether the audiences and readers understood the difference between newspapers' opinion function and news function.

In a study on the interactive effects of the medium used, message sender, and message articulacy Worchel, Andreoli and Eason (1975) investigated the effects of the interaction of type of medium, presenter, and the persuasiveness of the communication. Communications were presented in different platforms such as television, radio or print. The communication presented positions with which the participants in the study either agreed or strongly disagreed. The source of the communication was either a newscaster or a candidate for political position. The results showed that the newscaster was perceived to be more trustworthy than the candidate. They then suggested that the type of media used had no main effect on believability or persuasiveness. Nevertheless, media had interactive effects with other variables when audience disagreed with the message. At that point, television was the most effective medium.

Media type had no effect if the message was acceptable to the audience. Since television was the most persuasive medium, it was assumed that television was the most effective in causing attitude change among audiences. It is also considered to be a more involving medium. It is said that the more “live” the presentation, the more the audiences were involved (Andreoli & Worchel,1978).

It is also believed that television made the characteristics of the communicator more prominent, noticeable and observable. The positive characteristics of a trustworthy source would become more obvious making him/her more persuasive. Likewise, the negative characteristics of an untrustworthy communicator would also be more emphasized in television, which would decrease his or her, persuasiveness. Nonetheless, in the same research it was found that the medium had no effect if the audiences were least involved (Andreoli & Worchel,1978; Pornpitakpan,2004). People’s perception of the credibility of television and newspaper were almost the same but if they were forced to choose between the two, they were more likely to choose the former. Likewise, if people received conflicting versions of the same issue, they were more likely to believe the television version. Moreover, if they were left with only one source of news and information they would rather go for the television. It is noteworthy that the study also showed people considered newspapers more reliable when it came to complex and controversial issues.

In September 2004 a Gallup poll found that news media credibility had reached its lowest rating in 30 years (Geary,2005). In June 2005, less than a year later, the same organization reported that newspapers’ and television news’ credibility turned out to be very low. Despite the fact that the data revealed the mistrust of the people to the media, only 28 percent of journalists believed that the media had lost their credibility. Similarly, public relations practitioners still believed they should not abandon the media but instead continue to build relationship with them. A considerable large audience still believed the news media. Moreover, not all media had low credibility. All these inconsistencies of perception of whether mass media are still credible or not, and whether the perceived credibility of news reports is a function of credibility of mass media in general, are addressed in the next section.

2.1.3 Message/News Credibility

Not only the communicator or the medium should be evaluated but also the message, information, or news itself. Markham (1968) conducted research on the credibility of television newscasts based on three major factors: the reliable-logical factor, showmanship, and trustworthiness. Five hundred ninety-six students were asked to judge three newscasts from three local television channels not accessible to them. As a result, the students were not familiar with the newscasters. The students viewed and evaluated the taped newscasts. Three major dimensions were used. The first major factor, the reliable-logical factor suggested that the subjects focused on the message delivered by the newscasters. The subjects evaluated if the news could be logically or credibly corrected. They also questioned the face validity of the news (Markham,1968). Showmanship was the second factor. Showmanship is the equivalent of the dynamism factor used by Anderson in studying platform speakers' credibility. Under showmanship, the "value judgment of goodness and badness" was considered (Markham,1968). This relates more to the newscasters' way of presentation.

The third major factor, trustworthiness, deals more with the projected personality of the newscasters, namely, whether they seemed friendly or not. Markham concluded that these major factors, not to mention the sub-factors used, encompassed past research in "source credibility across a variety of sources and communication contents". Markham's conclusion and factors used to measure news credibility seemed to be questionable and problematic. The first factor, the reliable-logical factor, was the only appropriate factor used to measure the news' credibility. The other factors, showmanship and trustworthiness, evaluated the newscasters and not the news. Considering further the fact that the students did not know who the newscasters were, they could not have judged them on their trustworthiness. Likewise, showmanship was rather a characteristic of the newscaster than the news. Therefore, Markham failed to establish the factors to be used to measure news credibility.

2.2 Media Trust

Even though media credibility and trust are often mistaken for one another, they are different separate variables. As defined above, media credibility emphasizes more on the news sources believability, and is often related with the assumed expertise of the source that is presenting that story (Wathen et al.,2002). Whereas media trust, on the other hand, is mostly defined in terms of vulnerability. One of the scholars in the area defines trust as an interaction between "the person of trustor, and the trustee the side being trusted... in which the trustor stays to gain

or lose”. (Tsfati et al.,2013). So, trust is more of on the assumption of risk on behalf of the news media audience, rather than believability, as in media credibility studies. And trust in media infers uncertainty on behalf of the audiences of the news media, however media credibility does not; although the risks for a news media audience facing harsh consequences for misplacing their trust may not be high (misinformation or feeling deceived from the trust they put in to the news media, at best), these are risks that audiences do not face in the media credibility variable. Previous studies on media trust and media credibility indicates that these two terms go hand in hand. Media trust as being composed of four factors: trust in the selectivity of reported topics that are relevant to the audience; trust in the selectivity of facts, so that a story is properly contextualized; trust in the accuracy of depictions, so that there is a classification of who is ‘right’ and ‘wrong’; and trust in journalistic assessment, so that the reported event is evaluated properly (Kohring,2007). Kohring’s model shows a more complex relationship between media credibility and media trust than previously presented by other researchers (Kohring,2007). He also presents a stable model for correlating questions of media trust with media credibility. However, the model does not take in to account the type of platform(s) that audiences receive their media from.

2.3 Hostile Media Phenomenon (HMP)

The hostile media effect (HMP) is the tendency by partisans to perceive hostile bias in news coverage that appears evenhanded and objective to a neutral audience (Vallone, Ross, & Lepper, 1985). According to the HMP hypothesis, those who have a pre-existing position towards a news stories are likely to perceive media reporting of this a certain issue as unfair it is in contradiction of their own perspectives (Lepper et al.,1985; Gunther, 1992; Giner-Sorolla et al.,1994; Perloff,1989).

In 1985, Vallone, Ross, and Lepper showed samples of television news stories of the Israeli incursion into Beirut in 1982 to groups of pro-Israeli and pro-Arab partisans. Participants from both groups reported that the coverage was biased against their side and Vallone and his colleagues termed the experimental response the “hostile media phenomenon”. Majority of the scholars mentioned and adopted throughout their present research the term by naming the same type of observations the hostile media phenomenon, or the “hostile media effect.” Ross, Vallone and Lepper also found that their subjects perceived the viewed material to have a potential to create a bias that is hostile to their own views in the nonpartisan audience. This finding helped to link HME to the third-person effect (Davison,1983) in subsequent research

(Perloff,1989; Gunther & Christen,2002; Gunther & Schmitt,2004). Perloff (1989) duplicated Vallone's and his colleagues' experiment and extended it by examining the breadth, range, and accuracy of partisans' perceptions of HME. Pro-Israeli and pro-Palestinian participants watched a videotape assembled from *CBS, NBC, and ABC* news footage of the 1982 war in Lebanon. The participants from both sides in the war felt that the news coverage favored the enemy's side. In addition, pro-Israelis were convinced that the news coverage would tarnish the image of Israel while pro-Arabs thought that the coverage would smear Arabs in the eyes of neutral viewers. Contrary to the judgments of those partisans, a group of randomly selected neutral students did not change their views and attitudes about Israel and Palestine Liberation Organization (PLO) after viewing the news footage.

HMP research has delved into the psychological mechanisms that underlie the perceptions of the hostile media bias. The classic studies (Perloff,1989; Vallone et al.,1985; et al.,1994) pointed out a wide range of possible cognitive and perceptual processes. Their observations set the stage for further inquiry into what actually happens in people's minds that leads them to sense neutral media content as biased and hostile to their personal viewpoint on an issue. Among the later HME studies, some findings (Arpan and Raney,2003; Schmitt et al.,2004) provided partial support as well as revisions of selected hypotheses suggested by Vallone, Ross, and Lepper, Perloff, and Giner-Sorolla and Chaiken and suggested other original HMP-explanatory mechanisms (Matheson & Dursun,2001). Overall, by successfully replicating the classic experiments with Middle Eastern partisans and widening the range of tested topics and of the media HME researchers established that HME exists and provided considerable insights into conditions under which this effect is summoned.

According to Perloff (2015), the HMP is a phenomenon wherein various groups view the same media content in different ways. As Perloff points out, this occurrence often happens when individuals view news reports as unfair and biased against their stance and in support of a contending view. Lee (2005) defines the HME as “. . . supporters of an issue or group tend to believe that media favor their opponents”. Furthermore, Perloff (2015) wrote of the HMP's enduring relevance in media research:

“The hostile media phenomenon is riveting because it captures a petulant, paradoxical aspect of human behavior that seems to fly in the face of social reality: the abiding

belief on the part of partisans from opposing sides that their view (and only their view) is correct.”

HMP is a response to perceived media bias, rather than a direct effect (Perloff,2015). Hansen and Kim et al. (2011) add that when the HME is strongest, it can aggrieve partisans who “may take extreme or aggressive action when they believe they are treated unfairly in the news media”. Within the political realm, these reactions can take the form of more devotion to political participation, outward defiance of political norms, or public withdrawal (Perlorff,2015). According to Hansen and Kim, the HMP is not only limited to partisans but can also manifest itself on an issue-by-issue basis. The amount of attention individuals pay to an issue may not impact how negatively they view the coverage (Gunther & Christen,2002; Hansen & Kim,2011), though involvement does impact the magnitude of HMP (Hansen & Kim,2011). In-group mentality may also color the lens through which people discern media bias (Coe et al.,2008). As Coe et al. (2008) note, there are two types of hostile media theory: absolute and relative. In the case of absolute effects, the assumption is made that the media content is neutral. By contrast, relative effects occur when media content is legitimately biased. In relative HMP, divergent points of view still see the content as biased, but in the same direction. Additionally, strong partisans from different points of view, while agreeing the content is biased, will still perceive the content as more unfavorable to their point of view. Gunther and Christen (2002) found that even when measuring perception of slanted coverage, strong partisans still found the slant opposed to their own position. As Perloff (2015) points out that HMP is a more “nuanced view of media bias” and the strength of the perception of bias is still related to the individual’s degree of partisanship.

Since mass communication has noticed the importance of the audience in communication, many scholars have investigated the audience's feelings about receiving the message. The media credibility mentioned above and the HMP are all the important part of the category. The recent growth of interest in the media credibility and hostile media phenomenon indicated a new direction in HMP and credibility research.

2.4 The Perceived Quality of Media

The media perceived quality could be theorized as the audiences' perception of the overall quality or superiority of a news media organizations service with regard to its intended purpose relative to other alternatives (Zeithaml, 1988). According to Webster (1986) the perceived quality of a news stories is related to the media channel, and constructed from the variety of the content delivered to the audiences, variables such as initiating values, creating critical consciousness, as well as working on a novel content. The news media organizations currently are trying to bring audiences' satisfaction by continuously working on the audiences' needs of content quality (Oyedeki, 2010).

2.5 Media Ownership

The press has a great role and it's obvious that does play within the society and there have been disagreements among researchers and academicians regarding what type of media ownership that might help contribute for the betterment of the society effectively. These disagreements are based upon the very fact that the programs and news stories of a media organization has always signifies the needs of the owner of the media outlets. Consistent with the world development report (2003), media ownership is the major and fundamental aspect of independence and freedom because it's the owners who direct the information flow and thus influence the political, economic and social outcomes. The basis for state ownership and control of the media consistent with Rodman (2006) is that the media is established to give hand to the government. This school of thought adds that fact and community service are both determined by what officialdom decide is sweet for society.

The increasingly competitive media environment in Ethiopia which is owed by private and government entities initiated by the present political change within the country is represented by the miscellaneous news media outlets spreading news during a sort of formats and languages to various audiences. The state control news media rely solely on the government for information that owns them to supply funds additionally to the other generated by the organization. Such budgets and funds also include the workers' wages and other means of costs like daily compensation for field work and maintenance of news broadcast equipment. The over dependence of state media on government donation leads these media open to manipulation by their owners. Schramm and Peterson (1963) suggested that the news media outlets should have the capacity of establishing their financial independence so as to be not

under the pressures of interest. Government ownership of the news media outlets allows it to put a psychological and economic control on the news media.

The report of world development (2003) indicated that government owned news media could twist and use the news in within the incumbent government's favor. The clarifications mostly forwarded by the government for the involvement and control in news media according to Onukaba (2005) is that because the private news media are found to be difficult to faithfully trust them in sustaining the professional ethics. They blame the private news media organizations of nurturing idealistic outlooks between the people, intensifying concerns about situations in Ethiopia and of creating hate among the people, reporting inaccurate and misinforming the public, sensationalize and superficiality, working on too much advertising, political mischief and partisanship, dishonesty, violating privacy, crudeness and atrocity, too much unfairness and balance are the points those news media organizations are criticized for.

The ownership systems of news media organizations in most parts of the world looks to slope to the Leninism philosophy and practice "He who pays the piper dictates the tune." For instance, in a country like Pakistan, the censorship is not directly applied to the media organizations but journalists are indirectly controlled and told to restrain their content of reporting for various political reasons (Ramanujan,2007). Whenever the news media fails in the hands of the state, it might be led to spread untrue news and propaganda. The previous President of the United States of America, George W. Bush was brought to the position to dig out a news report on Washington Post-ABC News Poll regarding the 56 percent of thinking of Iraq having weapons of mass destruction before the beginning of the war and six people out of ten believe that Iraq gave a task to Al-Qaeda terrorists. Amy and David (2005) in their argument forwarded that the Americans came out with such thought not because they are unable to think further rather, they came up with such information because they better news media outlets attendants.

They also claim that their news media had developed to be the mouth of the people in power rather than the general population. So, rather than questioning the deceitful blames and faults of the George W. Bush Presidency, the news media were acting and working as the mouth and preacher of the government's falsehoods. Naturally, each government is always more interested to create and spread its own news reports to the public. They do such things by having and establishing their own news media organization under their control. Additionally

Amy and David (2005) added that even though the state-controlled media houses are seen to be apparently to deal with the gaps and limits of the privately owned news media organizations in addition to bringing the policies and plans of the government close to the ears of the public and indorse a peaceful environment between the various types of people within the country while they are working, though they mostly lack ways of approaches in terms of being practically including the publics agenda. For instance, the state-owned news media are expected to reject spreading news which believed to promote and portray the wrong deeds of the government and to purposively miss represent all people who are always against the misbehavior of the ruling government. Therefore, instead of functioning as a reputable alternative to the privately owned news media, the state-owned media outlets have still continued to be a problem and initiate long lasting conflict inside the public sphere (Amy and David,2005).

2.6 Theoretical Frameworks

The aim of this study is to explore audiences' perceived credibility and HMP of the Ethiopian commercial, national and regional television channels by applying an appropriate theoretical framework. In the 1900s mass communication started measuring credibility for the purpose of knowing which medium was most trustworthy: newspaper, magazine, television or radio. Additionally, the studies were primarily done to attract advertisers to invest their money to the perceived most trusted source of media content. Research at that time was based on the hypodermic-needle model of communications where mass media were perceived to be highly credible and whatever they said were most likely accepted by the audiences. Whereas, currently the application of social responsibility, self-categorization, social judgment theories, and hostile media phenomenon (HMP) and media credibility concepts will depict the audience as the primary element in understanding the mass media process (Al-Shaqsi,2000). Research in the areas of media and communication conducted under a scientific method lack completeness if it is not supported and cross-checked using theories that could explain the link between the news media organizations and the public in general (Tan,1985). This study is concerned to discuss the theoretical background as applied to determining how credible or not credible the Ethiopian broadcast media outlets is related with HMP.

In conclusion, this chapter focuses on the theoretical framework and concepts which supports and discusses the audiences' perceived credibility and HMP of the Ethiopian broadcast media outlets.

2.6.1 Social Responsibility Theory (SRT)

The focus of this study is to bring forth the views of audiences' living in the two regional states and one federal city of Ethiopia about the credibility and hostile media phenomenon among the regional and federal broadcast media outlets. The social responsibility theory (SRT) seems best suited to examine this study. SRT creates a platform to make news reporting truthful, accurate and objective news reports every time. Credibility is the basis of this theory, and journalists must always work their best in becoming socially responsible, fair, balanced while reporting a news story similarly should respect the rights, privacy and dignity of all people to be credible. (Schudson,2001). This theory tends to highlight injustices within the society and educate the public on their rights and freedoms, but whenever people have become to know and informed regarding their basic human rights and other critical issues, they are forced and directed question and stand for their rights and needs using whatsoever mechanisms including violence. Thus, the perspectives of SRT are far reaching in encouraging and letting people to organize and stand against prejudices and wrong actions. While reporting news stories, the theory suggests journalists to present the whole story of an event rather than taking sides and dramatically covering a report.

Thus, in the absence of subjective reporting, it's essential for the journalist to be fair, objective and present a story as it is to sustain and keep their image in audiences minds. One of the major goals of Social Responsibility is for media to provide "a reflection of diversity of society as well as access to various points of view" (Siebert, Peterson and Schramm,1956). It was Fred Siebert, Theodore Peterson and Wilbur Schramm in 1956 who advanced the theory of social responsibility grounded and encouraged by the report of Hutchins commissions supervised by Robert Hutchins who was the president of Chicago University. At the center of the Social Responsibility Theory the essential issue is that the concept of public interest. More specifically, social responsibility theory entails the necessity for the journalist to remain society's interest as a priority (Middleton,2009). According to landmark Hutchins Commission in a report published in 1947 and most importantly consider the media the most responsible body, and in the current terms it is often regarded as socially responsible. So, the Hutchins Commission has recommended the following five most important duties to the media outlets: -

- 1- To report honest, complete, and smart explanation of the day-to-day proceedings.
- 2- To function as opportunity for a discussion.
- 3- To create and develop groups which represent a picture in a society.

- 4- To be accountable for the appearance and explanation of the goals and values of society.
- 5- To deliver the overall coverage to the daily's intelligence (Bivins,2004). The suggestions given by Hutchins and other intimate scholars strongly recommend that the news media should work in finding and establishing a better life for the society and rather than only reporting some social events.

These suggestions and directions continued to be accepted and admired by different researchers till present time. A scholar named Curran (2011) referred them, "Even till present times possibly the foremost convincing and updated account on news media policy ever prepared and published among most of the written records". Nonetheless, the enquiry that come from these recommendations is "exactly to what degree are the media expected to perform their traditional autonomy so on serve public interest (or feed to its requirements)" (Bivins,2004). According to some scholars, the weak side of the social responsibility proposition to the news media is that: -

"Despite the fact that the news outlets might be mainly concentrated in promoting only the what is good in the public, there is a fear that the inclinations of the journalism being more like their relatives in promotions and PR jobs in which biasness is anticipated" (Bivins,2004).

However, scholars of the social responsibility approach then contend that if the news outlets not able to provide a reporting which is a "illustrative picture of the different collections of groups in society" and "complete information on the whole activities" (Ward,2008), then governments are expected to interfere with law and regulations (Peterson,1956). Similarly, advocators of social responsibility of the press maintain that the news media are not simply there to deliver any type of information to the audiences, which could enter line with outdated opinions of the news media as an impartial observer as proposed by Lippmann (1997), and this thinking was sustained for few years but rather the media must be a stage where discussion and debate take place.

Though the social responsibility theory perspectives have its roots from the liberal theory of the media that tried to "reply to a disillusionment with the liberal hope that an unregulated news media should be an accountable educationalist of peoples on issues of the community requirements" (Ward,2008). Scholars lately contended that the liberal perspective of the media is declined to gratify its purpose and audiences. According to Lasch (1990) a society which is

democratic wants discussion rather than only delivering information, it's because if a certain information isn't discussed, it might be ambiguous. Additionally, McNealy (2017) maintained that the theory of libertarian regarding the media had six functions, "(1) provide support to the political system; (2) educating the people; (3) work as an ombudsman; (4) supporting the economic sector using advertising; (5) work on the areas of entertainment and (6) upholding its freedom". Among the functions of the libertarian theory of the press 'service to the shape of government' extremely differs from the other social responsibility theory perspectives that requests for comment and critics rather than providing service for the form of the government. So, the most foundations of social responsibility theory of the press, consistent with Dennis McQuail (1983), are:

...an assumption that the media do serve essential functions in society, especially in reference to democratic politics; a view that the media should accept an obligation to satisfy these functions mainly within the sphere of data, and therefore the provision of a platform for diverse views; a stress on maximum independence of media, according to their obligations to society; an acceptance of the view that there are certain standards of performance in media work which will be stated and will be followed. (p. 90).

The above McQuail's (1983) statements and explanation regarding the media's social responsibility helped for the emergence of the most important principles which are mentioned as follows:

- The press should receive and accomplish certain duties to society.
- These responsibilities are principally to be achieved by following advanced standards of in truth, accurate, impartiality and balanced.
- In understanding and practicing these duties, news outlets should be free from anyone's dominations based on the context of regulations.
- The media should avoid whatever might cause crime, violence or civil disorder or give offence to ethnic or religious minorities.
- The media as an entire should be pluralist and reflect the range of their society, giving access to varied points of view and to rights to reply.
- Society and therefore the public, following the primary named principle, have a right to expect high standards of performance and intervention are often justified to secure the, or a, public good.

The Social Responsibility Theory has been applied to different studies conducted in countries throughout the world. Even to the present time, the theory has been found to be very important in the area of media and communication related issues. Different studies tried to focus at integration of disparate scholarly findings from the media perspective focused on various forms of violent conflicts (wars, revolutions, riots, rebellions and terrorism) and on popular protest (Wolfsfeld,1997). A study conducted in the Britain by Topić and Tench (2018) on the coverage of regarding the production of sugar argument and the supermarket sectors in the British media, in the years between 2014 and 2015 by applying the press theory of social responsibility, they analyzed public relations tools such as press releases and surveys issued by Action on sugar as a major argument on anti-sugar activist in the UK and then they followed up these public relations resources in the media coverage. They found out that the press has not given a full coverage of the voice to the manufacturing but only the voice of the anti-sugar NGOs which led such gaps to the opening of a question on journalism as a profession and the degree the media could be taken as socially responsible in such specific cases. Additionally, the analysis was conducted with only the public relations materials instead of all tools of media. Their intentions in their study were to see the role of media in debate but they have neglected the role of the digital and mainstream media. The situations in India show deviations in compatible practices, instances and case studies and their repercussions on society as well as on media itself. The study tries to give for indispensable healthy practices, at least put them into theory to begin with a stopgap that the stakeholders will introspect the essence of a disciplined approach to the functioning of media. The findings of the study reveal the relationship between the marketable aspects of media, theoretical model, ethical lines and the sickie-social rarities performing out of incorrect traipsed paths by the media (Ravi,2012). Indeed though, the study has gone through the impact of the media in relation with the commercial aspects, the social and political aspects are neglected.

In the African continent, a study conducted on the Kenyan's vernacular radio coverage of the 2007 general election and its resultant post-poll violence came up with a result that most people perceive the vernacular radio a very important ally in providing information which can be used in decision making and improving the democratization process in Kenya and agenda setting. It also emerged that, audiences' narrow world-view, the wide social distance between people co-habiting in the same geographical space, and irresponsible journalism undermine democracy in Kenya (Kamau,2012). However, the study has abandoned in including the impact the vernacular radio has in different ethnic groups who speak different languages.

Rather the researcher mentioned it in a recommendation that the responsible body should take a precaution instead of collecting and analyzing and notifying the result. In Nigeria, the press covered the 2014 Ebola virus disease outbreak, especially the newspaper showed their social responsibility obligations to the society that at the core of their operations is an established devotion to public weal and safety, which they unstintingly demonstrated by giving prominent play to news stories and features on the dreaded Ebola contagion, with the view to inform and guard the public (Johnson and Layefa,2016). In reverse, in Nigeria news commercialization affects objectivity and balance in reporting in addition to poor remuneration, personal greed and corruption which are affecting the credibility of media (Oberiri, 2016). Specifically in Ethiopia, researchers applied social responsibility theory to analyze the recent media trends. One of those researchers is Mohammed Seid (2018) who has studied advertiser's pressure on media practitioners in private FM radio stations. Findings inferred that many practitioners verified that media possessors were directly told by promoters and advertisers to impact nature of content in media houses. It has also been argued by different people that media houses didn't operate according to EBA's advertising proclamation no.759/2012.

For healthy, meaningful, inoffensive, non-interfering and contributive functioning with maximized benefits, every media perspective has reiterated that the complications of media practices should basically be compatible with the social structure, cultural morality and social ramifications of the land and the region. The Social responsibility theory is relevant to this study because it helps to explore and analyze the media services to the society whether they disregard their duty to the society; ‘

“Yellow journalism stories are known to cause chaos and conflict in the society but engage in truthful journalism rather than a media full of deceit, lies and subjectivity. As a result, the impact of the media in society is tremendous” (Herdís,2003).

The social responsibility of the media is fostered when the media engage in what is appertained to as committed journalism “in which importance is placed on values such as democratic environment, free choice, openness, morality, and serving the common good”, thereby informing the public „about political, social, economic development and cultural matters. When the media take over the watch dog roll in the public, we could say that a committed journalism is best manifested (Lusgarten and Debrix,2005). Hence, every BM ought to deliver accurate and unbiased news to meet the divergent needs of the Ethiopian heterogeneous public,

without confining their role to being the mouthpiece of those with special interests or political agendas.

Thus, the idea came into attention because many scholars and researchers came up with the huge impact media has in a certain country's social, political and economic aspects. Especially, in Ethiopia the present socio-political change, conflict and displacement is high; and established institutions, beliefs, and practices are challenged; people are making new evaluations and choices. In such cases of instability, the general public reliance on media may increase. Therefore, the press which enjoys a privileged position under the Ethiopian federal and, regional governments and personal BM entity is predicted to be responsible in impacting the overall hostile living, conflict and displacement of different groups in Ethiopia. There are an increasing rumors, questions and doubts regarding the services the Ethiopian federal and, regional government and private BM provided to the heterogeneous audiences. The social responsibility theory holds that while the press functions as a market economy, as guaranteed by the libertarian theory, it must be responsible to a society during which it operates. In support of this theory and former studies of media credibility, the study will explain the perceived credibility of the federal and, regional government BM in Ethiopia.

The social responsibility theory most importantly based its argument is that the press must allowed to stay and live free the influences of externalities including the government and its officials. Though, few contend that "by allowing a very limited a controlled account of objectivity audiences of news media add problems of not collecting a very important information for their daily life" (Bivins,2004). In a country like Ethiopia or African continent were more than 50% of the population is illiterate, it might be very difficult to find a media which works responsibly being free from the domination and control of some politician and government bodies. Conferring to some scholars, the social responsibility theory threat and limitations is that "even though the media might be obliged strongly toward in indorsing and promoting only the good sides of the public might lead the news media companions to advertising and public relations in unfairness and bias is their major problems" (Bivins,2004). To some extent it might be difficult to judge the media based on the social responsibility theory because of it's too concerned regarding the wellbeing of the society. Because sometimes it might be must to inform the society even though the news is bad or brings the worst. So, the concern of this theory regarding the wellbeing of the society might force the media from telling the truth to the public.

However, the advocates and scholars of the social responsibility theory resist that if the press found to be unable to come up with the “a picture where a certain groups in a society is represented” and “provide the audience with the activities of the whole humans beings” (Commission on Freedom of the Press 1947 cited from Ward,2008), then any country’s states have the power to interfere with laws (Peterson,1956). The theory argues to one side the media should be free from any domination or control and take each and every steps responsibly, and whereas to the other side the advocators of the theory argues that if the media fails to be responsible, the government should take a measure. These two statements create contradiction in explaining the works of a media, rather it might be good or possible if it is not so, then some agency of the public may enforce it. Additionally, different statements from various self-styled ‘spokespersons or politicians’ are creating a smokescreen and confusion on media users who do not have the will or the time to sort out all the statements. Because of the aforementioned reasons, the social responsibility theory supports the content of the press to be discussed in public panel and force the media to accept any obligations from public interference or professional self-regulations. A society is a mixture of people having different languages and cultures, people from different backgrounds may not come to consensus regarding what to include in a media report due to various interests emanates from their backgrounds. So, as Ethiopia is one of the countries having a society with multi lingual and multi-cultural backgrounds in the world, the social responsibility theory might be less significant in explaining such type of contradictions in the societies.

Finally, the societies found in different regional parts of Ethiopia are currently living in an environment which is full of chaos, conflict and displacement from one place to the other. Consequently, the societies in this county expect the media to voice their chaotic living environment. In the recent past the expectations of the society also include a forum for discussion, watchdog function, and leadership to the community, empowerment and many emerging functions of the media. Currently, it is a great concern of this study to find out the credibility and hostile media phenomenon within the private, regional and federal broadcast media outlets. This study has looked and considered different dimensions standing from the social responsibility and other theories in explaining the significance and status of the problems with their possible solutions.

2.6.2 The Social Judgment Theory (SJT)

The social judgment theory, developed by Sherif and Nebergall (1965), also depends on different levels of involvement. That is, to determine the amount of persuasion that a message will produce depends on the person's level of involvement in the issue. Sherif and his colleagues (1965) argued that different levels of involvement would be associated with different 'latitudes' of acceptance, rejection, or non-commitment for different messages concerning an issue. The 'latitude of acceptance' includes the person's most preferred position and constitutes the range of statements the person would find acceptable or agreeable with his or her own opinion. The 'latitude' of rejection comprises the range of opinion that the person would find unacceptable. Finally, the 'latitude' of non-commitment comprises those positions that the person finds neither acceptable nor unacceptable (Sherif et al.,1965). According to Sherif and Hovland (1961), in a high-involvement condition, the social judgment theory predicts wider latitude of rejection, with fewer messages falling in a receiver's non-commitment range. Since a highly involved person has wider latitude of rejection, he or she should be resistant to persuasion, thus producing less attitude change. Frequent rejection of message content might thereby result in loss of credibility for the source. However, under lower involvement condition, Sherif and Hovland (1961) predict that the latitude of rejection is narrow, and more messages are likely to fall into the range of acceptance or non-commitment. It follows that a low-involved person exhibits more attitude change than a high-involved person.

Judgment analysis only requires the decision maker to make judgments or decisions as he or she normally would. It is based upon the idea that the effect of a persuasive message on a specific issue rely on the way that the receiver evaluates the position of the message (Sherif, Sherif, & Nebergall,1965). Also, Sherif with other scholars (1965) claimed that an individual's attitude toward a particular issue or behavior is not adequately reflected by a single alternative or position among those available. Research in the SJT tradition determines the limits of the position of the receiver "relative to the bounds of possible druthers defined by the extreme positions on the issue" in terms of the latitudes of acceptance, non-commitment, and rejection. In SJT, each receiver judges the range of druthers collectively, and also these judgments can be combined "to reflect the agreement, defined by social morals, prevailing among given people". Thus, SJT allows for delineating group patterns that crop from comprehensions of individualities.

“The members developed and borrowed a variety of practices, customs, traditions, and definitions that mark off authorizations for respectable stations and actions and for reprehensible attitudes and behavior among members in numerous matters of consequence to the group. These participated practices and delineations with their largely evaluative aspects, are the morals of the group” (C. W. Sherif et al., 1965).

To measure individualities and group stance on a specific matter, *SJT* suggests the establishment of an Ordered Alternatives Questionnaire that presents the diapason of possible positions on the issue. Participants are requested to indicate the points they think acceptable, unacceptable, or neither acceptable nor unacceptable. From these individual responses, group responses can be calculated that reflect the audience’s latitudes of acceptance, rejection, and non-commitment. So, this study will apply this theoretical measure to find out to what extent the audiences found in different regional and federal media outlets accept or reject the messages transferred through the different BM outlets and why. The predictions from *SJT* with regard to the *SNA* (Social Norms Campaign) are that maximum perception and behavior change should result from messages that fall into the latitude of non-commitment. Messages that fall into the latitude of acceptance are likely to beget an assimilation effect, whereby messages are seen as being very near to the audience’s position than they really are. Messages that fall into the latitude of rejection are seen as being further away from the audience’s position than they really are due to a message effect. Therefore, both are unlikely to be accepted. The implication of *SJT* for the *SNA* is that formative research should be conducted to determine the audience’s latitudes of acceptance, rejection, and non-commitment for the particular social morals that will make the content of the messages with which the audience will be differentiated. Messages that fall within the latitude of non- commitment should result in perception and behavior change, whereas messages that fall in the latitude of acceptance are less likely to be accepted due to assimilation effects. Messages in the latitude of rejection shouldn’t affect the perception or performance change due to message effects. Further evidence for this claim comes from Thombs, Dotterer, Olds, Sharp, and Raub (2004) who note that their *SNA* (Social Norms Campaign) campaign failed because the majority of students did not find the statistics used in the campaign to be credible, and from Granfield (2002) who found that a campaign failed due to the fact that students rejected the message because they did not trust the source. In both cases, juggernauts failed because the social messages regarding morals weren’t credible and therefore were rejected.

Claims of media bias are the order of the day. Various social observers, advocacy groups, and political associations censure that news content is not only prejudiced, but biased against their side. While news outlets are often accused of being biased toward one side or another, empirical evidence shows that individuals' perceptions, experiences, and involvement with an issue affect perception of 'bias' even in an 'unbiased' news story. This tendency for people, particularly those with strong passions on an issue, to perceive new reports on that issue as biased against their view has been conceptualized in the scholars written document as the hostile media phenomenon, or HMP (Gunther and Schmitt,2004; Perloff,1989; Vallone et al.,1985). Extensive study has widened our understanding of when and why these hostile interpretations of media occur, but little is known about how these biased perceptions can be prevented. The normative significance of reducing these comprehensions of bias cannot be exaggerated. Democracies depend on people being able to rely on the news for information, but if audiences dismiss information in the media because it is hostile to their views, content that could increase knowledge and acceptance can instead lead to greater misunderstanding and polarization (Perloff,1989). Because of such reasons, individualities might be forced to glorify their own perspective while blaming and criticizing the other group and the media for being means of hostility and bias. According to this theory, individualities criticize messages depending on whether they fall into the latitude of acceptance, non-commitment, or rejection. Ego involvement plays an abecedarian part in determining where these authorizations occur, shifting people's response to a message. However, this nearly aligns with social judgment proponents' understanding about acceptance versus rejection of a communication, if HME functions because partisans differently categorize information as hostile to their beliefs, this nearly goes with social judgment scholars' perspectives of acceptance versus rejection of a news message. Even though, the SJT helps this study to find out audiences' views in accepting, rejecting or neither accepting nor rejecting the message transmitted through different media outlets, it doesn't let us explain what and how to accept or reject certain media content in addition to why audiences of different background accept, reject or neither accept nor reject a certain media outlet message and that is why other theories are included under this study.

Different scholars applied the social judgment theory (SJT) in their studies. For instance, Emily with other scholars from USA (2012) applied the SJT in their study to explain how exposure to media literacy training could reduce the biases that cause HME. The theory tested the hypothesis that hostile explanations of news media contents can be summarized through a training of news media literacy. Regarding the situation of disagreement on the acceptance of

biofuels as a means of energy, the study applied an online-based experimental design that can studies individuals experience to news media literacy training and then provides them a biofuels related news coverage. The study was able to found that a consistent and strong backing for the idea that media literacy has a great impact on each subjects' perceived credibility of media. The other scholar is Stockwell (2006) who has applied the SJT to explore the relationship between newspaper credibility and reader attitude toward Korea and Koreans. Thus, the study explored the various complexities involved in the relationship between media credibility and attitude formation by examining the characteristics that play a part in making journalists credible source of information to audiences, and also considering those factors that affect attitude change in the receivers of a news message.

Generally, making media effective is one of the primary concerns of content creators, and to effectively persuade a target demographic, it is useful to predict which latitude, that of acceptance, rejection, or neither of the two, your idea or product fits into. Consequently, to explain which audiences from the selected regional states of Ethiopia accept, reject or neither accepts nor rejects which regional and federal BM outlets messages, this study draws on social judgment theory (Gunther,1988; Stamm and Dube,1994). It helps to understand whether the audiences accept, reject or neither accept nor reject the message transmitted through the BM outlets and when the message falls within this latitude, it opens the way to find out why audiences accept, reject or neither accept nor reject the messages transmitted through the mentioned news media.

2.6.3 The Self Categorization Theory (SCT)

The self-categorization theory is a social cognitive account of the procedures that direct the operation of the self-image, and it does so by adding and developing the social identity theory (Tajfel & Turner, 1979). For instance, self-categorization theory has provided answers for stereotyping, group polarization, social influence, group unity, leadership endorsement, the third-person perception, the operation of group norms, and gender-language links (Hogg & Reid, 2006). According to the theory, people shift their self-conception according to the salience of various (interpersonal, intergroup, or super-ordinate) categorizations. Salience, in turn, is determined by both the relative accessibility and fit of a given self-category. Because self-categorization theory employs such broad explanatory mechanisms, it has seen wide application across many fields including marketing, political science, sport psychology, religious studies, and criminology. However, one area with particular relevance to communication studies has received the bulk of scholarly attention social influence. Although the theory was not originally oriented to questions of social influence, its explanation of both the circumstances and consequences of self-categorization has inadvertently led to a better understanding of social influence processes. Consequently, self-categorization theory has spawned a theoretical offshoot aimed at explaining social influence, namely referent informational influence theory.

The preliminary assumption is that the self-concept is made up of semi-independent self-images, and that an important component of the self-concept is social identity. We perceive ourselves and others based on social identities, such as gender, age, political party, and so on. According to self-categorization theory, social identities are cognitively represented as clusters of traits that best describe the in-group relative to particular out-groups—groups are cognitively represented as prototypes. Intergroup behavior refers to the way in which people behave towards one another as members of different social groups. In practice, research in this area tends, not surprisingly, to focus on more extreme forms of intergroup behavior: intergroup prejudice, racism, sexism, nationalism, conflict, and political violence. When an in-group prototype is activated, it is internalized and it turns out to be a root for social awareness and judgment. In other words, people self-stereotype. Identities vary in the extent to which they are relevant to self-definition and thus social judgment they vary in salience. Social identities that fit and thus make sense of social contrasts are those that become salient. For example, Democrats and Republicans would represent themselves by their political group identities during a policy debate or election cycle. However, when war with a foreign nation is imminent,

shared identification as Americans is likely, and political differences will move into the background. At the same time, people internalize and conform to prototypical in-group traits. Indeed, there is much evidence that social identity salience is associated with increases in the persuasiveness of in-group defining attitudes, in-group favoritism, and self-stereotyping (Hornsey,2006). However, the extent to which any given individual perceives an identity as salient depends on their position relative to others. A debate among Democrats and Republicans is unlikely to have any effect on the judgments of people who are unaligned with either group. However, the more extreme the position of individuals within the Democrat and Republican parties, the more likely that they will react to debate as members of their respective groups. Like the different norms of explanation, and social judgment theory, the more partisan they become the observer, the greater the hostile media phenomenon increases. But why are partisans' blame and critics of media news reports being stronger than that of the nonpartisans? According to the different standards explanation, partisans acquire a polarized world view from years of biased assimilation. However, if self-categorization theory is correct, the operative mechanism is not biased assimilation, but meta-contrast. According to the meta-contrast principle (Campbell,1958; Haslam & Turner,1995), identities become salient as a function of the extent to which they make sense of patterns of relevant stimuli, such as distributions of attitudes. Formally, meta-contrast is cognitive mechanism that places stimuli into categories, and does so by maximizing the ratio of intra-category similarities to inter-category differences among stimuli. Thus, meta-contrast magnifies similarities among attitudes that are close to one's own, while simultaneously magnifying differences between one's own attitudes and those that are distant. Turner and colleagues nominate three levels of self-categorization that are important to the self-concept: the super ordinate category of the self as human being (or human identity), the intermediate level of the self as a member of a social in-group as defined against other groups of humans (social identity), and the subordinate level of personal self-categorizations based on interpersonal comparisons (personal identity) (Turner et.al,1987).

Unlike biased assimilation and social judgment theory, the meta-contrast process is not driven purely by the distribution of information relative to personal attitudes. Rather, people can also use group affiliation as a cue to the veracity of information. People expect to agree with and trust in-group members, but not out-group members. For partisans, this means that a content-neutral news report will be more likely to be perceived as containing in-group favoring information when the source is an in-group member (i.e., the likelihood of assimilation increases), but more likely to contain out-group favoring information when the source is an

out-group member (i.e., the likelihood of contrast increases). In other words, hostile media perceptions will occur when media sources are out-group members, but biased assimilation will occur when media sources are in-group members. Further, unlike other work which shows source effects (Arpan & Raney,2003; Gunther & Liebhart,2006), the degree to which people rely on in-group information and discount out-group source information will be amplified by partisanship. This logic can be pushed further. In-group sourced reports should be perceived as less biased than out- group sourced reports, as previously found (Arpan & Raney,2003). However, self-categorization theory generates a rather more provocative hypothesis. There is evidence that source information can combine to override content (Cohen,2003), and there is evidence that people have fewer sensitive reactions to criticisms that come from in-group than out-group members (Hornsey & Imani,2004). If self-categorization theory is correct, people will use in-group source information as a critical clue as to whether information is trustworthy or not. Even if the information is an attack, self-categorization theory predicts that it will be perceived as more biased if attributed to an out-group than in-group source. Further still, the more partisan the social perceiver, the greater the reliance on in-group versus out-group sourced information, thus amplifying the source effect.

Social categorization must therefore be considered as a system of orientation which creates and defines the individual's own place in society. Every single society comprises of a list identity that is portion of the objective information of its associates. Society not only defines but creates cerebral reality. The individual realizes himself or herself in society - that is, he or she recognizes his or her identity in socially defined terms and these delineations become reality as he lives in society. Lately, scholars have been playing 'catch-up' trying to articulate in a further nuanced way the intimate interconnections between solicitations for individual distinctness, group belonging, and self-enhancement, and how the expression of these solicitations are shaped through culture (Hornsey & Jetten,2004).

Despite its broad influence, the social categorization theory (SCT) also can be criticized due to the following reasons. At a time when there is growing attention given to group individualities, cross-cutting identities, relational identities, out-group identification, and the complex crossroad of particular and collaborative identity, the model of functional enmity and salience proposed in the original SCT text can look inflexible and over-simplified (Abrams & Hogg,2004). It is also possible that the emphasis on uncertainty reduction and depersonalization has obscured the extent, to which in-group members tolerate and embrace

heterogeneity and dissent within the group (Hornsey,2006). Some argue that the theory has come so broad and important that it ceases to be falsifiable, as nearly any experimental outgrowth can be interpreted within its overarching frame (Hogg & Williams,2000).

Others argue that, with its focus on individual processes and social cognition, the theory suffers from some of the developments in terms of philosophies it points out in others; being too reductionist and individualistic (Farr,1996). Eventually, there are repeated claims that the social identity approach is more comfortable explaining in-group favoritism than out-group derogation and genuine inter-group hostility (Brewer,1979; Brown,1995). Although SCT offered no explicit motivational analysis to account for intergroup behavior, cognitive contrasting of in-groups and out-groups is implicitly understood to be a strategy designed to promote separateness, perceptual clarity, and social meaning.

In the world, especially USA, media depictions of ethnic and racial minority groups have long been a subject of interest. Employing a social identity approach, research has begun to study the impact of such depictions in relation to their prototype. For example, one study by Mastro and Kopacz (2006) found that as both African American and Latino representations in the media diverged from white norms, white audiences increasingly denigrated both groups and expressed less support for affirmative action policies. The other study conducted in the USA which focused on experiments performed to test self-categorization explanation. The concept of hostile media effect (HME) is an occurrence in which partisans on different groups of a matter observe a balanced media outlets news reports to be biased and unfair against their own groups. To test the self-categorization three experiments were conducted. The first experiment is that the consequence was improved when the partisan identification was noticeable and diminished while a common identity was salient. Whereas, the second experiment, displayed the effect once the news media source was an out-group, but not an in-group. The other third experiment is on an attack on democrats was observed and assumed as unbiased when accredited to a democrat than when credited to a republican. So, the second and third experiments were augmented by different groups of partisans and the results are steady and compatible with the self-categorization approach and found to be difficult to merge with other explanations (Reid,2012). Additionally, a study conducted by Bascom (2016) which looked to expand on previous studies on the hostile media phenomenon (HMP). Looking at the predictors of perceived hostility and effects of partisanship and, perceived hostility to determine the implications for political engagement. The study indicated that there are specific

opinions strong partisans make when deciding whether or not to bandy politics. It was set up that identification with a group and anticipating third person effects leads people to engage else in face-to-face and on social media, and that these differences were substantiation of the hostile media phenomenon.

Furthermore, self-categorization theory is included in this study to explain the perceptual shifts associated with categorization in relation with the Ethiopian broadcast media credibility and hostility which could explain the phenomenon of group polarization; that is, the tendency for an individual's opinions to shift in the direction already favored by the group. Currently, in Ethiopia there are thirteen regional states and this theory will help to explore if each and every audience's group or belonging has an impact in the perceived credibility and hostility of their regional vs. other regional, commercial and national television channels.

CHAPTER THREE

3. METHODOLOGY

This chapter presented the methodology of the study involving; the research philosophy, the research design, sample size and sampling techniques, data collection methods, data collection procedure, method of data analysis and, ethical considerations of the study and each of them were discussed accordingly.

3.1 Research Philosophy

Research philosophy includes important assumptions about researcher's individual view of a phenomenon that outline research strategy and chosen methods (Saunders et al.,2009). The research philosophy and assumptions about the environment function a framework that guides how research should be conducted (Collis & Hussey,2014). The discussion of research philosophy begins with ontology and epistemology, as research should follow a specific combination of ontological and epistemological assumptions (Blaikie,2009).

3.1.1 Ontology

Ontology is concerned with the nature of reality (Saunders et al.,2009). It refers to the study of being, the nature of being and our ways of being within the world (Quinlan,2011). The major issue that ontology deals with is whether or not social entities can and should be treated as objective entities, whose reality is external to social actors, or whether social entities should be considered as social constructions that are created by perceptions and actions of social actors (Bryman & Bell,2015). Ontological assumptions determine what sorts of social phenomena can exist, the conditions of their existence, and the way they're related (Blaikie,2009). There are two main ontological positions; constructionism and objectivism and, which differ during a way of defining social entities in reference to social actors (Bryman & Bell,2011).

Constructionism (also referred to as subjectivism) is an alternate ontological position, which argues that social phenomena and their meanings are created by social actors (Saunders et al.,2009; Bryman & Bell,2015). It means social phenomena are products of social interactions, but are also subjects of a continuing change or a “continuous state of construction and reconstruction” (Bryman & Bell,2015). The subjectivists believe that the unique characteristics of human behavior have its subjective meaning and purpose that has got to be examined (Diesing,1966). They claim that human actions are hooked in to the subjective factors or reasons.

Furthermore, social constructionists claim that individuals and groups co-create their realities, therefore researchers' study the ways in which they participate in this process (Quinlan,2011). Thus, to examine social interactions, it is necessary to understand actions from the viewpoint of the social actor (Diesing,1966). Therefore, the process of social construction of audiences perceived credibility and presence of HMP is not in the scope of this study.

Whereas, the ontological position of objectivism presents with a philosophy where the social phenomena and their meanings occur in the external reality which are free from the social actors who are worried about their survival (Bryman & Bell,2015; Saunders et al.,2009). Subsequently, the social phenomena occur without the control and manipulations of social actors, it is out of their domination or impact (Bryman & Bell,2011). According to the objectivists the scientific methods should inspect visible and practical data that are merely possible to observe in real human behavior (Diesing,1966). So, objectivism focuses on facts which are directly observable and their movements in space, but not with their meanings (Diesing,1966).

This study explained the credibility and presence of HMP in the Ethiopian commercial, national and regional states television channels mentioned in the selected regional states and the reason behind their credibility ratings. It's believed that the issue of audiences perceived credibility and presence of HMP exists independently from social actors and therefore should be studied from objectivists point of view. It can be argued that the perceived credibility and presence of HMP varies as a result of audiences are more exposed to the contents of media outlets. So, this study was focused on the objective aspects of the credibility and HMP of the Ethiopian commercial, national and regional governments television channels and therefore, the process of objectivism is the scope of this study.

3.1.2 Epistemology

Epistemology deals with the nature of knowledge and what should be regarded as acceptable knowledge in a field of study (Saunders et al.,2009). Epistemological assumptions provide criteria that determine when knowledge is both adequate and legitimate (Blaikie,2009). It is particularly important for a researcher to decide whether the social world can and should be studied using same principles and procedures as the natural sciences (Bryman & Bell,2011). Epistemology presents four main positions, positivism, realism and interpretivism and pragmatism different in application of natural sciences principles to social studies (Bryman & Bell,2011). However, other researchers such as Tashakkori and Teddlie (2003) who propose the fifth paradigm that borrows elements from the rest three. In social sciences studies, pragmatic paradigm was projected as a philosophical base for Mixed Method Research (MMR) (Morgan,2007; Mertens,2010; Creswell,2014).

Pragmatism as a research paradigm refuses to get involved in the contentious metaphysical generalities similar as truth and reality. Rather, it accepts that there can be single or several truths that are exposed to empirical inquiry (Creswell and Clark,2011). Pragmatist scholars have presented their major view that there's an objective reality that occurs separately from human practice. Still, this reality is predicated in the terrain and can only be encountered through human experience (Goles and Hirschheim,2000; Morgan,2014; Tashakkori and Teddlie,2008). A major underpinning of pragmatist viewpoint is that knowledge and reality are grounded on views and behaviors that are socially built (Yefimov,2004). Pragmatists generally agree that all knowledge in this world is socially constructed, but some performances of those social constructions match individualities' lifelong practices further than others (Morgan,2014). So, instead of focusing on methods, researchers emphasize the research problem and use all approaches available to understand the problem (see Rossman & Wilson,1985). As a logical underpinning for mixed research design studies, scholars like Morgan (2007), Patton (1990), and Tashakkori and Teddlie (2010) convey its importance for focusing attention on the research problem in social science research and then using pluralistic approaches to derive knowledge about the problem and come up with a philosophical basis for research (Cresswel,2014). Eventually, pragmatism is a paradigm that claims to link the gap between the scientific approach and structuralist exposure of old approaches and the natural styles and footloose experience of novel approaches (Creswell,2013; Creswell and Clark,2011).

The data collection was undertaken by applying survey and in-depth interview investigations conducted in small samples, which implied mixed method research design (Saunders et al.,2009) and apply explanatory sequential design. It will start with a quantitative survey. The finding from the quantitative data, then, will inform the qualitative data collection and analysis. The connecting, comparing and contrasting of the inferences that will emerge from both quantitative and qualitative findings in this study will help to develop and extend audiences perceived credibility and presence of hostility in the Ethiopian regional and federal television channels.

Therefore, it was believed that it can be explored using methods of various non parametric statistical data, testing hypotheses and finding the reasons. It means that the study adopted the pragmatism epistemological stance. Furthermore, the purpose of this PhD dissertation is to explore the audiences' credibility ratings and presence of HMP in the Ethiopian television channels. The intention of the researcher was to develop a deep understanding of the credibility and presence of HMP of the Ethiopian commercial, regional and national states television channels as a social phenomenon; therefore, pragmatism is suitable for this study.

1.1 Research Approach

While conducting research, an important issue is to decide whether the existing theory guides and influences data gathering, or alternatively, theory is an output of collecting and analyzing data (Bryman,2011). Three different research approaches have been identified and are used when conducting research, namely, deduction, induction and abduction (Saunders et al.,2012). An approach that merges both induction and deduction is abduction which is preferred to be the approaches of this study. According to Saunders et al. (2012) in the abduction to generate a new theory or ameliorate the available approach which you latterly checked through additional data gathering. Abduction generates theory by observing social actors (Blaikie,2009). It starts with an observation of a “surprising fact” that gives rise to hypotheses relating them to some other facts (Svennevig,2001) and then developing a theory that would explain why such “surprise” occurred (Saunders et al.,2012). In this approach the existing theory may be incorporated where appropriate, may serve as a base to build a new theory or may be modified due to new research findings (Saunders et al.,2012). Consistent with the chosen ontological and epistemological stances, the abduction research approach is selected for this study. Following the abduction approach, the research for this study started with theories and academic literature to design a research study and explain the finding based on the theories selected for this study.

As this study focused on the audiences’ ratings and HMP of the Ethiopian commercial, national and regional states television channels and the reason behind the audiences’ view by combining previous theories conducted in this field, the abduction research approach was the most applicable to explain concepts and variables. Abduction approach resulted in the development of a deeper understanding of the credibility ratings, presence of HMP and reasons behind audiences. In accordance with abduction approach, this study bases hypotheses on existing theories, such as SCT, SJT and SRT and gathered data by using a questionnaire followed by in-depth interview. The collected and analyzed data prove whether established hypotheses hold true and “can be accepted as an adequate explanation” (Blaikie,2009).

3.2 Research Design

The study followed and employed a mixed method research approach. A mixed method involved the combining or integration of qualitative and quantitative research and data in a research study. It is explanatory sequential mixed method design which was applied in this study, because the initial quantitative data results are clarified more with the qualitative data and at the same time it's sequential because the initial quantitative phase is followed by the qualitative phase (Creswel,2014). The overall intent of this design is to have qualitative data help explain the initial quantitative results in detail. A typical procedure involved collecting survey data in the first phase, analyzing the data, and then followed up with qualitative interviews to help explain the survey responses (Creswel,2014). The design easily supported the study in explaining the audiences' perception regarding the credibility and presence of HMP of the Ethiopian commercial, regional and national television channels in the selected federal and regional television stations.

The aim of this PhD dissertation is to explain the credibility and presence of HMP of the Ethiopian BM outlets. Under this topic the BM outlets message, source and medium credibility were explored in addition to the HMP. The research started with investigation of previous studies that serves as a basis for hypotheses formulation and development of my own conceptual model. Therefore, the research followed abduction approach and, consequently, the mixed method research strategy were applied. This strategy is in line with the constructionism (subjectivist) ontological stance and pragmatism epistemology, the non-parametric statistical methods were applied to measure the concepts.

3.3 Sample Size and Sampling Technique

Since the quality of a research is highly dependent on the quality of sampling, it is critically important to establish a sampling strategy and sample size. Also, the cost of studying the whole population is high-priced to both researchers and those being studied in terms of privacy, time, and financial issues, a subset of a given population were selected. In addition to the preexisting regional states, currently Ethiopia have almost 13 regional states. From all the places of the country the Amhara and Oromia regional states and Addis Ababa city are purposively selected under this study. The selection of these two regional states and capital city emanates from their influence in the Ethiopian politics in the past and present, their substantial population and some evidence of ongoing attempts at mobilization (Semir Yusuf,2019). Tigray was the fourth study area which was planned to be selected, but, because of the conflict in Tigray and borders of Amhara regional states it is found to be impossible to gather the possible data.

The study purposively included all the commercial, national and regional governments' television stations and respondents found in those regional and federal cities. Purposively, 600 respondents from all the two regional and one federal city were selected and 200 participants were included as a respondent from each regional and capital city. The snowball and convenience sampling were applied to select research participants to fill the questionnaire. The snowball sampling supported the study to find the appropriate participants for the study and the starting point of the data gathering were Universities found in the study areas. The convenience sampling was applied where there is no choice of participants who could participate in the study.

The quantitative results typically inform the types of participants to be purposefully selected for the qualitative phase (Creswel, 2014). So, through convenience and snowball sampling 19 respondents was selected for the semi-structured interview from all the participants who has filled the survey questionnaire. Purposively, one national and two commercial television channels were selected. They were Ethiopian television (ETV/EBC), Fana television (FBC), Walta television (WT). Regarding the regional television channels, from Addis Ababa, Addis Television and regarding other regional state's television channels: - from Oromia, Oromia Broadcast Network (OBN); from Amhara, Amhara Television (AMC). In this regard, because of the war in the Tigray and boarder of Amhara regional states, it was impossible to consider Tigray as one of the study areas because of the war which was there.

3.4 Data Collection Tools

In this study survey questionnaire and semi-structured interview were employed to collect the data.

3.4.1 Survey Questionnaire

The survey questionnaire is one of the most commonly used tools of data collection in mass communications field. The questionnaire was prepared to measure demographics, and medium, source and message credibility and HMP of the Ethiopian television channels using likert scale. The questions were adopted from previous studies for the credibility and HMP studies. Some questions were modified to fit the Ethiopians national, regional and commercial television channels. Surveys have been widely used in media credibility (Infante,1980; Gaziano and McGrath,1986; Kim and Johnson,2009) and HMP studies (Vallone et al.,1985; Gunther & Chia,2001; Gunther & Liebhart,2006; Dylan,2015; Perloff,2015). There is little consistency in the literature on how to operationalize hostile media perceptions, as studies often use different items to measure the concept. However, there is widespread agreement that at its core, the concept involves individuals' perceptions that media content is not neutral, balanced, fair or unfair (Perloff,2015).

This study with validation and some modification applied a measurement scale used by earlier studies to examine audience perceptions of the credibility (Gaziano & McGrath,1986) and HMP of the Ethiopian private, federal and regional television channels in the three selected regional states of the country (Vallone et al.,1985; Gunther & Chia,2001; Gunther & Liebhart,2006; Dylan,2015; Perloff,2015). Though, the perceived credibility of media may be made more accurate if participants are asked to rate the relative credibility of media (Choi et al.,2006). In relation to these studies were meant examine the audience perceptions of media credibility and the presence of HMP. The questionnaire was prepared in English and translated into Amharic and Oromifa. The two languages are spoken in most parts of Ethiopia but they are originally from Amhara and Oromia regional states.

Credibility was inspected from three different aspects (Kioussis,2001). The first is source credibility (Singletary,1976; White & Andsager,1991), which targeted four perspectives of credibility knowledge, responsibility, attractiveness, and energy. The second is medium credibility, a more generally studied content relating to the credibility of the media organizations or a particular medium (Gaziano & McGrath,1986; Kioussis,2001 Wanta &

Hu,1994). Eventually, news stories credibility studies the believability of the communication content (Sundar & Nass, 2001). The questions for the HMP studies were replicated from previous studies with minor modification to fit the Ethiopian federal and regional TV channels (Vallone et al.,1985; Laura, Arpan et al.,2003; Hartmann & Martin,2013). This study focuses on the three branches of media credibility and presence of HMP studies, in particular the Amhara TV, Oromia, Addis Ababa TV Fana, Walta and ETV channels credibility.

3.4.2 Semi-Structured Interview

The other data collection tool which was prepared based on the quantitative data result was the semi-structured interview. The quantitative results typically informed the types of questions participants that must be asked (Creswel,2014). The qualitative data collection tool in this study played an important role in finding out the reason for the audiences' credibility ratings and presence of HMP among the private, regional and federal television channels. A semi-structured interview underlines verbal exchange (Gillham,2000; Ritchie et al.,2013) and the establishment of mutual trust between interviewers and interviewees. Unlike the structured interview, though, semi-structured interviews are very flexible and fluid (Mason,2004). The semi-structured interviews according to Byrne (2004) „...are likely to get a more considered response...and therefore provide better access to interviewees' views, interpretations of events, understandings, experiences and opinions“.

3.5 Data Collection Procedure

To make the audiences co-operate with the researcher and other data collectors, a permission letter was shown to them which was taken from Addis Ababa University, Journalism and Communication school. For the purpose of data collection, experts who could collect data were hired and trained to make the data collection easy and manageable. And respondents' confidentiality was told, so the information they provide would be as an input to the research. According to explanatory sequential mixed method design, the data collection proceeded in two distinct phases with purposive quantitative sampling in the first phase and with purposeful sampling in the second, qualitative phase (Creswel,2014). First, survey questionnaire was distributed to the selected participants found in the two regional cities and one capital city of Ethiopia after they are informed about the aim of the study. Participants working in different government organizations, private sectors and University students were included. Based on the result of the survey questionnaire collected on the audiences' perceived credibility and HMP of the Ethiopian private, regional and federal states television channels, semi-structured interview was conducted with 19 selected respondents from all the cities found in those two regional states and one capital city. The interviews were taped and transcribed and notes were taken as the interviews progressed.

3.6 Pilot Report

The survey questionnaires were developed in English and the final version were also translated into Amharic and Oromiffa versions by the researcher, and were reviewed by Amharic, Oromiffa and English languages professors at Jimma University. After the translation and review of the survey questionnaire, pilot tests among 200 purposively chosen respondents were conducted to measure the reliability and validity of the instrument. The first pilot tests were undertaken among 80 respondents from Bonga University students and staff members. The second pilot tests were undertaken among 70 employees found in different offices of Kaffa Zone. The rest 50 pilot tests were undertaken among students of Jimma University and employs found in different sectorial offices of Jimma zone. The respondents were requested to give their honest comments in written and oral. Among the 200 distributed forms only 170 of them were filled properly.

The comments from the pilot tests were properly addressed. The pilot tests involved asking individuals to complete the survey and comment on issues such as clarity of questionnaire and instructions, time required to complete the survey, comprehensiveness of questions, sequence of questions and any difficulties they faced while filling in the survey (Saunders et al.,2009; Shiu et al.,2009,). The purposes of the pilot test were to make sure that designed questions are brief, relevant, unambiguous, specific and objective (Peterson,2000). Also, the pilot test provided with some suggestions of surveys face validity, that is, whether the questions in survey appear to have sense (Saunders et al.,2009). The results of the pilot test enabled the researcher to modify the questionnaire to make it more understandable for potential respondents before collecting a full-scale sampling (Scheaffer et al.,2012).

3.6.1 Reliability

Reliability is about the capacity of a study to induce constant findings with those of the original study when repeated to other respondents (Jugenheimer et al.,2014; Monette et al.,2014). Zikmund (2011) states that reliability consists of how exact a measure is when numerous attempts have been done to test the same notion, which is a vital index for assessing internal reliability among questions. The internal reliability of measure (also appertained as internal consistency) relates to how well actors' scores on one indicator are linked to their scores on other indicators, or put differently, how well the pointers that produce a scale are constant (Bryman & Bell,2015).

There are several styles to measure the internal reliability of which the most generally used is Cronbach's Alpha style. This test determines internal reliability by calculating "the consistency of responses to a set of questions that are combined as a scale to measure a particular concept" (Saunders et al., 2012). The coefficient calculated by Cronbach Alpha ranges between 0, representing no consistency, to 1, representing complete consistency. The least threshold that indicates that the measure is consistent, corresponds to 0.7, as suggested by Schutte et al. (2000), still other authors determine the least Coefficient Alpha to be 0.6 (Zikmund et al., 2013). According to Saunders and his colleagues (2012) regarding values which are greater than 0.7 are more satisfactory and consistent because they show that the questions combined in the scale measure the similar things. If the Cronbach's Alpha is lower than the suggested rate, then the scale is not consistent (Zikmund et al., 2013).

If the coefficients yield above 0.7, are considered acceptable and consistent, and coefficients yield above 0.8 are considered very good and more than acceptable (Sim & Wright, 2005; Madan & Kensinger, 2017). For the purpose of this study, 0.7 was established as the threshold to consider a measure to be consistent (Saunders et al., 2012). Cronbach consistency analyses were conducted to determine the consistency and internal reliability of the different constructs. As mentioned in the former sections of this paper, the substances in the questionnaire were adopted from different measurements used in numerous studies. The variables measure two constructs: media credibility and HMP of Ethiopian television channels. The media credibility is categorized into three constructs: Medium, Source and Message credibility. This study utilized moderate to high Cronbach's Alpha scale. In relation to this, table 1 includes the reliability scores of the four key variables. The independent variable named Message Credibility included eleven items and had a Cronbach's Alpha of .78. The second independent variable named Source Credibility included 11 items and had a Cronbach's Alpha of .76. The third independent variable named Medium Credibility included 11 items and had a Cronbach's Alpha of .82. The last independent variable named Hostile Media Phenomenon (HMP) included seven items and had a Cronbach's Alpha of .86.

So, based on the result mentioned below and according to Schutte et al. (2000), Cronbach's alpha of .70 is considered very reliable and .70 and above are sufficient to indicate the internal consistency of the items in the measures.

Table 1: Reliability of Pilot Test Scales

No	Items	Cronbach's Alpha	N of Items
1/	Message/News Credibility	.78	11
2/	Source/Journalists Credibility	.76	11
3/	Medium / Media Organization Credibility	.82	11
4/	Hostile Media Phenomenon (HMP)	.86	7

3.6.2 Validity

Validity is the major component of a research which insures the appropriateness of measurement in a certain study. In a quantitative study validity can be taken as a point at which an idea is exactly measured or not. A measurement could be said valid if it appropriately measures what it is expected to measure (Donald,2009). The respondents' answers, comments and suggestions for improvement were collected and analyzed in order to modify the unclear questions, eliminate problematic issues that respondents faced while completing the survey and increase the comprehensiveness and thus, validity of the questionnaire. For instance, they have raised that some questions conceptually were not clear and measures were taken to clarify the statements in the table to make it clearer and more understandable. Additionally, the other comment was time given to finish the questionnaire was not enough and it as only 30 minutes and they have suggested if it could be 45 minutes.

Based on different procedures undertaken the issues of validity are discussed regarding the study and those are: - Content validity, Construct validity and face validity. Firstly, in addition to referring detailed literature in the subject area to prepare a proper and exact measurement or instrument for the study (Daniel,2004) in addition to check the validity of the content, experts, psychologist and professionals in the area were consulted which helped much in minimizing the problem of validity in the study (Scott & Deirdre,2009). For instance, experts were consulted if the questionnaire paper was understandable for participants to work on and because of experts' comments, the questionnaire pages were minimized from 6 pages to 3 pages and the format were made to be easier to read. The other is construct-validity which refers to a point at which the measure is appropriately applied to measure the construct being studied. Attaining construct validity in a certain study requires us to create highly specific operational and understandable definitions. If the terms and descriptions we give for different variables in study are not clear and understandable, the result of the study automatically will be

invalid (Fallon, 2013). Starting from the beginning the basic terms of this study were clearly defined in an understandable manner and different literature were reviewed.

Internal validity tests whether the research found out what it was designed to establish. To ensure internal validity, the questionnaire used in this study contained questionnaires adopted from previously various international researches and were traceable to the respective research objectives and the research questions (Vallone et al.,1985; Gunther & Chia,2001; Gunther & Liebhart,2006; Dylan,2015; Perlof, 2015) and (Vallone et al.,1985; Laura et al.,2003; Hartmann & Martin,2013). Secondly, after the pilot test and collected comments regarding the unclear translated questionnaires from English to Amharic and Oromofa were rewritten by experts in a manner were everyone could understand it. The translation of earlier prepared questionnaires has often been the first action when addressing objectives of a research to people whose language is not English (Reichenheim & Moraes,2007; Sousa & Rojjanasrirat,2011). Therefore, ensuring valid translation quality can contribute to reduced sampling error and increased questionnaire responses. To determine participant's personal perceptions, especially when the questions are complex and sensitive (Beaton et al.,2000; Griffee,2001). During the pilot test, comments were collected from respondents on the time given to finish the questionnaire and regarding the clarity of one the questionnaire item; which is item number 5(The Journalists have respect for privacy) were found to be unclear conceptually for the respondents and after a discussion with language experts, we were able to rewrite it in a manner were everyone could understand it.

For this study, external validity was ensured through selecting participants from different backgrounds which includes Universities, Zonal offices and Schools. Participants were included from Bonga University, Kaffa Zone employees in different sectors, Jimma University and employees working in different Jimma zone offices. The solutions taken to control the threats to internal, external and other validity types allowed the researcher to minimize errors, mistakes and confusion and make the questionnaire clearer and more understandable to respondents. Also, from the pilot test some important lessons were learnt like: - the timing of the survey and how long it took, and it was found that only 30 minutes were not enough for the respondents to go through the questionnaire and we were able to add more 15 minutes. So, the time given to the respondents after the pilot test were upgraded to 45 minutes. Additionally, some people couldn't easily understand the items mentioned in the questionnaire and the items with language experts were rewritten in a simpler manner. For instance, the item regarding

‘separating facts from opinion’ and most respondents were asking me to clarify it. First it was translated as ‘ግላዊነትን ከእውነታ መልየት’ (gilawinete ke-ewuneta meleyet) and based on the comments received from the respondents and experts how it should be translated, it was corrected as “ጋዜጠኞቹ እውነታዎችን እና አስተያየቶችን ይለያሉ” (gazetegnochuwuntawochun ena asteyayetochin yeleyalu). Finally, most organizations and people were asking if we and other data collectors were really researchers and came from Addis Ababa University. And, we were able to show them a letter of cooperation from Addis Ababa University and an identification card that tell who we are and where we are from. After all, we were able to persuade the respondents that their participation and response is only used for academic research.

3.7 Method of Data Analysis and Interpretation

To analyze both quantitative and qualitative data, different procedures were followed. The quantitative and the qualitative databases are analyzed separately in this study based on the design chosen (Creswel,2014). To analyze the quantitative data, the latest version of SPSS statistical data analysis software was employed. The study applied different means of tests to explore if there is a relationship between two or more categorical variables. A Mann Whitney U test, one of the most well-known non-parametric tests was applied to investigate the difference in means of a continuous variable between two independent groups. The Wilcoxon Signed Rank test is the other nonparametric test used to compare two dependent samples with ordinal data and Wilcoxon rank-sum test is used to compare two independent samples. For samples with more than two independent groups, the Kruskal-Wallis test was used in the study to determine whether there are any significant differences between the means of three or more independent (unrelated) groups. After the results of the quantitative data analyzed, the qualitative data was collected based on the results of the quantitative data. The key idea is that the qualitative data collection is built directly on the quantitative results which is pointed toward the types of qualitative questions to ask participants in the second phase (Creswel,2014). The collected and recorded interview data were transcribed, coded and analyzed using classical grounded theory (GT) and in this manner ATLAS- Ti software was employed.

3.7.1 Grounded Theory

Grounded theory (GT) is a scientific research methodology and approach characterized by the data collection, data analysis, and theory development through a set of systematic methods (Vollstedt & Rezat,2019). It is an inductive enquiry that explains social processes in a complex real-world context (Bytheway,2018). GT provides researchers with a methodical and stable which is a relative approach for constructing a theory (Charmaz,2014; Bryant, et al., 2007) and is generally used when a theory isn't accessible to comprehend or describe a procedure that occurs over time (Charmaz,2014; Creswell et al.,2013). Grounded theory approach was projected by two American sociologists Strauss and Glaser in 1967. Grounded theory has different development stages that have contributed in the development of several methods. Even though these approaches have important similarities, they also are based on different philosophical outlook that impact the ways in which grounded theory methods are applied (Charmaz,2014,2017). It can be somewhat difficult to search for the complex array of grounded theory approaches. Scholars and researchers need a clear understanding of the critical considerations for selecting an approach that best fits their research. The current grounded theory contains three separate and leading viewpoints towards its application in research: (1) Classical Glaserian grounded theory (CGGT) (Glaser & Strauss,1967); (2) interpretive grounded theory (IGT) or Straussian grounded theory (SGT) (Strauss & Corbin, 1990); and (3) constructivist grounded theory (CGT) (Charmaz, 2006; Sebastian,2019).

The CGGT, perspectives of the grounded theory have positivist leanings (Charmaz, 2006), and Glaser (2002) stated that CGGT 'makes the generated theory as objective as humanly possible'. The CGGT theory signifies and shows a correspondence with reality (Thomas & James,2006), and a certain set of data should produce the same grounded theory if the research was difficult (Duchscher & Morgan,2004; Heath & Cowley,2004). Glaser (1992) also declared that the grounded theory should have explanatory power. In CGGT, the grounded theory conceptualizes a central category, or major theme, that unites all of the conceptual categories (Glaser,1978). Regarding SGT has pragmatist and symbolic interactionist basement, but it is also somewhat vague and has evolved over time (Corbin & Strauss,2008; Greckhamer & Koro-Ljungberg,2005). Symbolic interactionism is an interpretive theoretical perspective 'derived from pragmatism which accepts that people construct selves, society, and reality through interaction' (Charmaz,2014). Symbolic interactionists do not deny that there is a reality, but declare that it is socially understood, and that understanding these constructions is significant to realize human behavior (Charon,2010).

Also, in comparison to SGT and CGGT theorists, Charmaz clearly took showed a constructivist stance with CGT's relativist ontology and subjective epistemology (Charmaz,2014; Mills et al.,2006). Constructivist grounded theorists recognize that reality is a social construction (Ghezeljeh & Emami,2009). CGGT researchers accept and explain the existence of objectively true worlds, but they are more worried with the 'world made real in the minds and through the words and actions of its members' (Charmaz, 2000). The CGT approach has a subjective epistemology in that it assumes that researchers are part of the research and that knowledge is cocreated (Charmaz,2000). It is recommended and an appropriate choice to apply the Classical Glaserian grounded theory (CGGT) for this study which is conducted to discover an explanatory theory and identify variables (Kendra L.,2018). CGGT is applied because the approach which is developed is predicated in data, and data discloses the needed theory. The development of the theory is focused on the objectivist approach while the data is being analyzed (Glaser,1998; Charmaz,2016). This study showed the role of GT in potential explanations and underlying mechanisms in identifying why the phenomenon occurred. As a result, the GT inquiry in this study is designed for the researcher to produce a data-influenced theory describing the process of a phenomenon. So, the above approach is the application of grounded theory in order to ensure sample saturation theory. During this period, with the three coding steps of grounded theory, we carried out detailed interview with the 19 interviewees selected from the three places and each interview lasted for more than 40 minutes.

3.8 Ethical Considerations of the Study

The data gathered from the respondents were the major resource of this study. In this regard, the researcher played a great role in protecting the participants' privacy, profile and confidentiality. To ensure the protection and wellbeing of those who make this study possible and meaningful, three protection areas were considered. The first is honoring trust, during a conflict of interest; the researcher was prepared to place the interests and rights of the respondents before the start of each data collections. The second is anticipating harms: the researcher was prepared to anticipate sensitivity to the possible consequences of their work and protect against potential harm. The third is negotiating consent: Informed Consent is a fundamental principle and it enabled the researcher to develop a spirit of transparency and open communication will guide the concept of consent. Finally, at the time of technical data-gathering devices were needed such as audio or video recording devices, the participants were aware of the capabilities of such devices and were free to reject their use without prejudice.

CHAPTER FOUR RESULTS

4.1 Demographic Information

Research shows that audiences with different demographic and psychographic characteristics assign different levels of credibility to the media in general and to specific media outlets (Gunther,1992; Lee,2004; Peng,2005). Media credibility researchers have studied the crucial impacts of variables based on audiences in their examinations of source, message and medium credibility and these are not the only one: - respondents age (Bucy,2003), revenue (Powell & Ibelema,2001), education status (Mulder,1981), gender (Kohut & Robinson,1988), and race (Thorson & Beaudoin,2005). To analyze both the quantitative and qualitative data, different procedure had been followed. First of all, to analyze the quantitative data, the latest version of SPSS statistical data analysis software version 26 was employed. The study applied different means of tests and came up with a relationship between two or more categorical variables. A Mann Whitney U test which is one of the most well-known non-parametric tests were applied to explain the difference in means of a continuous variable between two independent groups. The Wilcoxon Signed Rank test is the other nonparametric test that used to compare two dependent samples with ordinal data and Wilcoxon rank-sum test were also used to compare two independent samples. For samples with more than two independent groups, the Kruskal Wallis test were used in the study to determine whether there are any significant differences between the means of three or more independent (unrelated) groups. A mean rank test was also applied to check which television channel is more credible or vice versa and which television channel contributes to the presence of hostility among the peoples living in different regional states. After the results of the quantitative data are notified, the qualitative data were analyzed using a qualitative software called Atlas-Ti.

In this section the participants' demographic information such as gender, age, educational status, employment status and marital status have been described. So, figure 2 indicates the study participants' gender. As it is indicated 35.2% of the respondents were male and the rest 64.8% were female. Thus, one can conclude that the majority of the participants were females. Figure 3 displays the age category of the study participants. Therefore, from the finding it is possible to conclude that the large number of the participants were almost youngsters.

Figure 2: Participants Gender

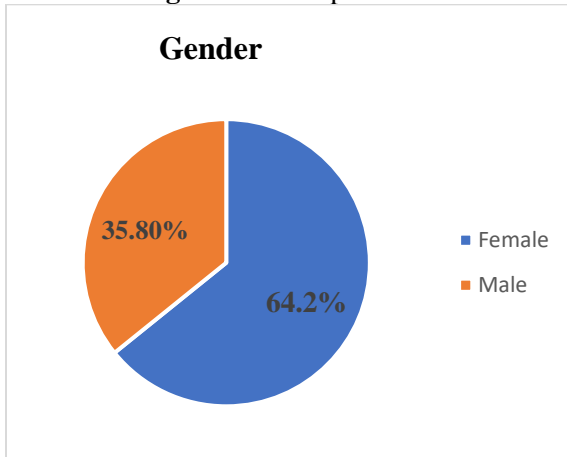


Figure 3: Participants Age

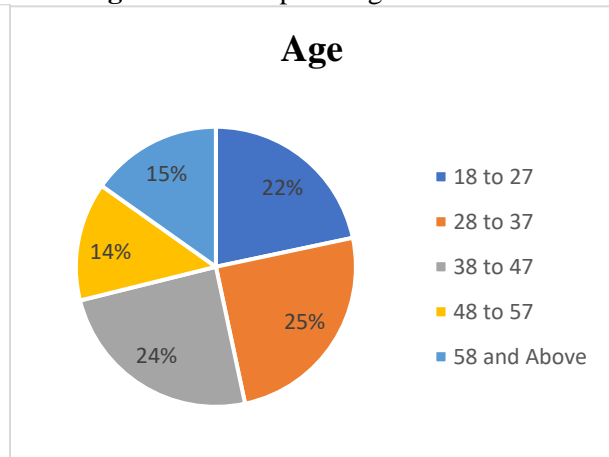


Table 2 and 3 show the educational and employment status of the participants. While 26.2% of the participants attended high school, 12.7% of them had diploma, the rest 40% and 21.2% had bachelor and Master’s degree respectively. The data shows that most of the participants are bachelor degree holders. Regarding employment status; 26.3% of them are students, 49.5% are employed who are working in government and private institution as well as in their own business and the rest 24.24% are people without any job.

Table 2: Educational Status

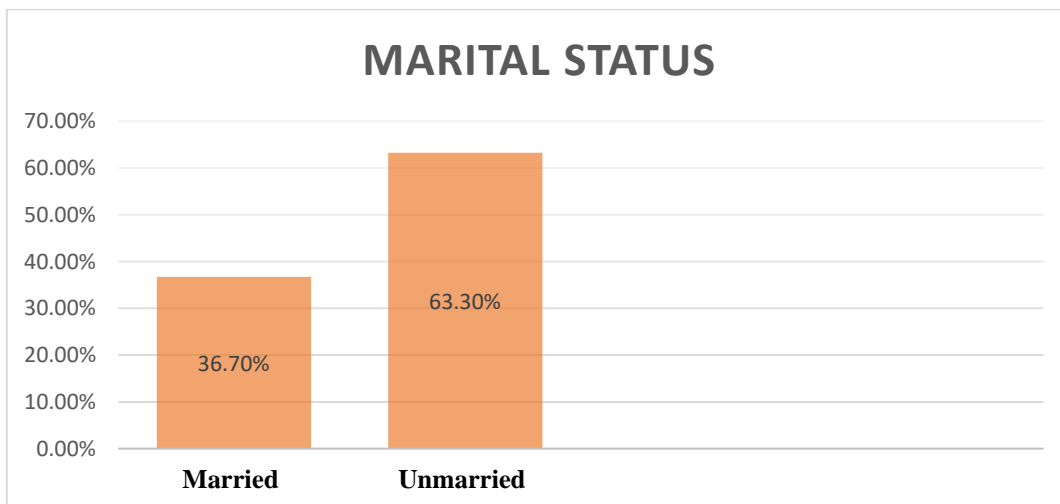
Educational Status	Percent
High School	26.2%
Diploma	12.7%
Bachelor Degree	40%
Masters Holders	21.2%

Table 3: Employment Status

Employment Status	Percent
Students	26.3%
Employed or have job	49.5%
Have no Job	24.2%

Regarding their marital status 36.7% of them are married and the rest 63.3% are unmarried.

Figure 4: Marital Status



4.2 The Audiences Perceived Credibility of the Ethiopian Private, Regional and Federal Television Channels

4.2.1 Audiences' Perceived Credibility of their Own Regional Television Channels

1. Addis TV Credibility

The first table checks the significance difference within gender, age, educational background, employment status and marital status of Addis Television channel journalists' credibility. So, we have started from people living in Addis Ababa regarding their perceived credibility on Addis Tv then first we checked if there is or no significance difference between the category of all demographic variable on medium, message and source credibility at 5% level of significance.

1.1 The Credibility of Journalists in Addis TV

The Mann Whitney and Kruskal Wallis tests were applied to check whether there is significant difference within the demographic variables mentioned. We have checked whether gender has significant effect on journalists' credibility by using the null hypothesis and found that there is no difference between female and male for journalists' credibility because p value which is 0.122 greater than level of significance. The Mann-Whitney analysis also showed absence of statistically significant difference in the perception of Addis Tv journalists among the two gender groups (.122, $p > .05$). This implies the two gender groups have similar positive perception towards the credibility of Addis Tv journalists.

Table 4: Gender, Age, Educational back ground, Employment and Marital Status difference on Journalists Credibility regarding Addis TV

	Credibility of Journalists across Gender	Credibility of Journalists across Age	Credibility of Journalists across Edu.	Credibility of Journalists across Employ	Credibility of Journalists across Marital Status
Mann-Whitney U test	4173.500				4767.500
Wilcoxon W test	7333.500				12027.500
Z	-1.546				
Chi-Square	2.397	2.397	12.007	4.811	
df		4	3	2	-.083
Asymp. Sig.	.122	.663	.007	.090	.934

The above Kruskal Wallis test result indicates that there is no significant difference between categories of age group on the journalist credibility because p value 0.663 which is greater than level of significance. The test across educational back ground indicates that there is significant difference because p value 0.007 which is less than the level of significance 0.05. The result regarding employment status indicates that there is no significant difference between categories of employment status on journalists' credibility because the p value 0.090 is greater than level of significance. The Mann Whitney test regarding marital status indicates that there is no significant difference between married and unmarried participants on their perception of journalists' credibility because p value is 0.934 greater than level of significance.

1.2 The News Credibility of Addis TV

The Kruskal Wallis and Mann Whitney test result regarding Addis Tv news credibility indicate that the difference within age, employment status and marital status are not significant because the p value is greater than 0.05. This implies the three demographic variables (age, employment status and marital status) have similar perception towards the credibility of Addis Tv News. But, the difference within gender (Male and Female) and educational background is significant, because the p value is less than 0.05. So, this result signifies that the audiences have difference in their perception of Addis TV news.

Table 5: Gender, Age, Educational back ground, Employment and Marital Status difference on News Credibility regarding Addis TV

	Credibility of News across Gender	Credibility of News across Age	Credibility of News across Edu.	Credibility of News across Employ	Credibility of News across Marital Status
Mann-Whitney U test	3906.500				4751.500
Wilcoxon W test	11287.500				7991.500
Z	-2.227				-.123
Chi-Square		6.895	30.623	2.611	
df		4	3	2	
Asymp. Sig.	.026	.142	.000	.271	.902

1.3 Medium Credibility of Addis TV

The result indicates that the difference within gender, age, marital status and employment status has no significant effect on medium credibility in Addis Tv because the p value is greater than level of significance which is 0.05. This infers that the three demographic variables (age, employment status and marital status) have similar perception towards the credibility of Addis Tv as a medium. The difference within educational level and employment status has shown significant effect on medium credibility because p value is less than level of significance which is 0.05.

Table 6: Gender, Age, Educational back ground, Employment and Marital Status difference on Medium Credibility regarding Addis TV

	Medium Credibility across Gender	Medium Credibility across Age	Medium Credibility across Edu.	Medium Credibility of across Employ	Medium Credibility across Marital Status
Mann-Whitney U test	4028.500				4624.500
Wilcoxon W test	11409.500				7864.500
Z	-1.916				-.447
Chi-Square		5.518	31.016	.365	
df		4	3	2	
Asymp. Sig.	.055	.238	.000	.833	.655

2. Amhara TV

2.1 The Credibility of Journalists in Amhara TV

Table 7 result indicates that there is no significant difference within gender, marital status and employment status groups for Amhara journalists' credibility because the p value is greater than the level of significance which is 0.05. So, the result with regard to gender, marital status and employment status groups signifies similar perception across the variables on the credibility of Amhara Tv journalists. But the other result related with age and educational level showed significant difference within them, because the p value is less than the level of significance which is 0.05. the result with age and educational level shows difference in the perception of Amhara Tv journalists' credibility.

Table 7: Gender, Age, Educational back ground, Employment and Marital Status difference on Journalists Credibility regarding Amhara TV

	Journalists Credibility across Gender	Journalists Credibility across Age	Journalists Credibility across Edu.	Journalists Credibility of across Employ	Journalists Credibility across Marital Status
Mann-Whitney U test	4402.000				3229.000
Wilcoxon W test	6958.000				14554.000
Z	-.455				-1.475
Chi-Square		11.590	7.891	1.972	
df		4	3	2	
Asymp. Sig.	.649	.021	.048	.373	.140

2.2 The News Credibility of Amhara TV

The result on table 8 result indicates that there is no significant difference within gender, age, employment status, marital status regarding the credibility of Amhara Tv news. But, the result within educational level showed significance difference in their perception regarding the credibility of Amhara Tv news because the p value is less than the level of significance which is 0.05. This implies the audience's perception across their educational level shows difference in their perception of the Amhara Tv news credibility.

Table 8: Gender, Age, Educational back ground, Employment and Marital Status difference on News Credibility regarding Amhara TV

	Credibility of News across Gender	Credibility of News across Age	Credibility of News across Edu.	Credibility of News across Employ	Credibility of News across Marital Status
Mann-Whitney U test	4058.500				3112.500
Wilcoxon W test	12443.500				4387.500
Z	-1.347				-1.821
Chi-Square		8.743	8.285	1.677	
df		4	3	2	
Asymp. Sig.	.178	.068	.040	.432	.069

2.3 Medium Credibility of Amhara TV

The result in table 9 indicates that there is no significant difference within gender, marital status and employment status on the credibility of Amhara Tv as a medium because the p value is greater than the level of significance which is 0.05. But the result with regard to age and educational groups have shown significant difference on the credibility of Amhara Tv as a medium. This implies the result regarding age and educational level has effect on the perception of Amhara Tv as a medium because the p value is less than the level of significance which is 0.05.

Table 9: Gender, Age, Educational back ground, Employment and Marital Status difference on Medium Credibility regarding Amhara TV

	Medium Credibility across Gender	Medium Credibility across Age	Medium Credibility across Edu.	Medium Credibility of across Employ	Medium Credibility across Marital Status
Mann-Whitney U test	4523.500				3328.000
Wilcoxon W test	12908.500				4603.000
Z	-.144				-1.195
Chi-Square		19.470	11.914	1.561	
df		4	3	2	
Asymp. Sig.	.886	.001	.008	.458	.232

3. Oromia TV (OBN)

3.1 The Journalists Credibility of OBN TV

Table 10 shows there is no significant difference within gender, age, educational level, employment status and marital status on the credibility of OBN Tv journalists because the p value is greater than the level of significance which is $p > .05$. Thus, the result implies that the audiences across their demographic variable showed no difference in their perception of the OBN Tv journalists' credibility.

Table 10: Gender, Age, Educational back ground, Employment and Marital Status difference on Journalists Credibility regarding OBN

	Journalists Credibility across Gender	Journalists Credibility across Age	Journalists Credibility across Edu.	Journalists Credibility of across Employ	Journalists Credibility across Marital Status
Mann-Whitney U test	3565.500				4841.500

Wilcoxon W test	5456.500				10946.500
Z	-1.791				-.267
Chi-Square		.544	4.753	3.045	
df		4	3	2	
Asymp. Sig.	.073	.969	.191	.218	.790

3.2 News Credibility of OBN Tv

Table 11 result indicates that there is no significant difference within gender, age, marital status educational level and employment status groups for OBN Tv news credibility because the p value is greater than the level of significance which is 0.05. So, the result with regard to demographic groups signifies similar perception on the credibility of OBN Tv news.

Table 11: Gender, Age, Educational back ground, Employment and Marital Status difference on News Credibility regarding OBN

	Credibility of News across Gender	Credibility of News across Age	Credibility of News across Edu.	Credibility of News across Employ	Credibility of News across Marital Status
Mann-Whitney U test	3957.000				4583.000
Wilcoxon W test	13687.000				10688.000
Z	-.754				-.906
Chi-Square		.745	1.312	1.633	
df		4	3	2	
Asymp. Sig.	.451	.946	.726	.442	.365

3.3 Medium Credibility of OBN

Table 12 displays that gender, age, educational level and employment status have no significant effect on the credibility of OBN Tv as a medium because the p value is greater than the level of significance which is 0.05. But the result within marital status has shown significant difference on the perception of OBN Tv as a credible medium because the p value is less than the level of significance which is 0.05.

Table 12: Gender, Age, Educational back ground, Employment and Marital Status difference on Medium Credibility regarding OBN

	Medium Credibility across Gender	Medium Credibility across Age	Medium Credibility across Edu.	Medium Credibility of across Employ	Medium Credibility across Marital Status
Mann-Whitney U test	3980.000				3902.000
Wilcoxon W test	5871.000				10007.000
Z	-.695				-2.597
Chi-Square		2.383	1.189	.673	
df		4	3	2	
Asymp. Sig.	.487	.666	.756	.714	.009

4.2.2 Audiences Credibility Ratings Among the Three Regional Television Channels

1. Journalists Credibility Among the three Regional States Television Channels

The Null hypothesis of Friedman ANOVA test shows that there is no significant difference between Addis, OBN and Amhara Tv. Based on the p value which is 0.00 less than level of significance 0.05, the null hypothesis is rejected. So, it's concluded that there is a significant difference in the journalist's credibility between Addis Tv, OBN and Amhara television channels at 5% level of significance. After it's known that there is a significant difference between the three-regional television channels and to find out where the differences lie so we did Wilcoxon Signed Ranks Test.

Table 13: Friedman ANOVA test on journalists' credibility among the three regional television channels

N	600
Chi-Square	56.864
df	2
Asymp. Sig.	.000

The Wilcoxon Signed Ranks test shows that there is a significant difference in journalists' credibility between OBN TV and Amhara TV, Addis Tv and Amhara TV but no significant difference between OBN TV and Addis TV because the p value is greater than the level of significance which is 0.05. So, to find out which television channel is exactly more credible than the other one, we have compared the journalist's credibility by their mean rank.

Table 14: Journalists credibility difference among the three regional television channels

	Jour Cre OBN – Amhara TV	Jour Cre Addis – Amhara TV	Jour Cre Addis – OBN TV
Z	-2.247 ^b	-5.797 ^b	-1.109 ^b
Asymp. Sig. (2-tailed)	.025	.000	.267

Table 15: displays that the Amhara TV journalists (326.07) are more credible than OBN Tv journalists (247.18) and Addis TV journalists (277.23). Beside this Addis Tv journalists are more credible than OBN Tv journalists.

Table 15: Mean rank difference between the three regional television channels on their journalists' credibility

	N	Mean Rank	Sum of Ranks
Jour Cre OBN – Amhara Tv	Negative Ranks	344 ^a	85031.50
	Positive Ranks	209 ^b	68149.50
	Total	600	
Jour Cre Addis Tv – Amhara Tv	Negative Ranks	350 ^d	97031.00
	Positive Ranks	199 ^e	53944.00
	Total	600	

2. News Credibility Among the Regional Television Channels

There is a significant difference in news credibility among the three television channels at 5% level of significance. So, to find out where exactly the differences lie, the Wilcoxon Signed Ranks Test analysis is conducted. The Wilcoxon Signed Ranks test shows that there is a significant difference in news credibility between OBN Tv and Amhara Tv, Addis Tv and Amhara Tv and, between OBN Tv and Addis Tv at 5% level of significance.

Table 16: Friedman test on news credibility among the three regional television channels

N	600
Chi-Square	214.205
df	2
Asymp. Sig.	.000

Table 17 indicated that there is a significant difference between the three regional television channels in their news credibility and to find out exactly which television channel's news is more credible than the other one, we have compared their mean rank.

Table 17: News credibility difference among the three regional television channels

	News Cre OBN – Amhara Tv	News Cre Addis – Amhara Tv	News Cre Addis–OBN Tv
Z	-17.316 ^b	-11.085 ^b	-4.284 ^c
Asymp. Sig. (2-tailed)	.000	.000	.000

The mean rank result shows that the OBN Tv News (332.67) are more credible than Amhara Tv News (136.30) and Addis Tv News (245.45). Beside this Addis Tv News is more credible than Amhara Tv News in their credibility.

Table 18: Mean rank difference between the three regional television channels on their news credibility

		N	Mean Rank	Sum of Ranks
News Cre OBN – Amhara Tv	Negative Ranks	476 ^a	332.67	158353.00
	Positive Ranks	113 ^b	136.30	15402.00
	Total	600		
News Cre AddisTv – Amhara Tv	Negative Ranks	395 ^d	337.91	133473.00
	Positive Ranks	196 ^e	211.55	41463.00
	Total	600		
News Cre AddisTv - OBN	Negative Ranks	266 ^g	245.45	65289.50
	Positive Ranks	307 ^h	323.00	99161.50
	Total	600		

3. Medium Credibility Among the three Regional Television Channels

The Friedman test show that there is a significant difference in medium credibility among the three television channels at 5% level of significance. This refers to that the audiences have differences in their perception of the three regional television channels credibility as a medium.

To find out exactly where the differences lie so we did Wilcoxon Signed Ranks Test.

Table 19: Friedman test on medium credibility among the three regional television channels

N	600
Chi-Square	173.550
df	2
Asymp. Sig.	.000

Table 20 shows that there is a significant difference in medium credibility between the three regional television channels OBN Tv, Amhara Tv and Addis Tv at 5% level of significance. Additionally, mean rank was compared to find out which television channel is more credible than the other one.

Table 20: Medium credibility difference among the three regional television channels

	Medium Cre OBN - Amhara	Medium Cre Addis - OBN	Medium Cre Addis – Amhara
Z	-13.455 ^b	-9.275 ^c	-6.866 ^b
Asymp. Sig. (2-tailed)	.000	.000	.000

As a medium the mean rank result shows that OBN Tv (307.39) is more credible than Amhara Tv (148.07). And Addis Tv (241.56) more credible than OBN Tv (186.66). The result from the mean ranks indicates that Addis Tv is more credible than Amhara Tv its credibility. From the above result, Amhara Tv is the least credible media in-terms of medium credibility.

Table 21: Mean rank difference between the three regional television channels on their medium credibility

		N	Mean Rank	Sum of Ranks
Medium Cre OBN – Amhara Tv	Negative Ranks	374 ^a	307.39	114963.00
	Positive Ranks	149 ^b	148.07	22063.00
	Total	600		
Medium Cre Addis - OBN	Negative Ranks	74 ^d	241.56	17875.50
	Positive Ranks	319 ^e	186.66	59545.50
	Total	600		
Medium Cre Addis - Amha	Negative Ranks	339 ^g	299.92	101672.50
	Positive Ranks	212 ^h	237.75	50403.50
	Total	600		

4.2.3 Audiences Credibility Ratings Among the Commercial, Regional and National Television Channels

1. Journalists Credibility Among the Commercial, Regional and National Television channels

1.1 The Three Commercial, National and OBN Television Channels

Table 22 of the Wilcoxon Signed Ranks test shows that there is a significant difference in journalists' credibility between OBN Tv and the three commercial and national television channels (EBC, Fana and Walta) at 5% level of significance. So, we have compared the mean rank of OBN and the three private and federal television channels to find out which channel's journalists is more credible than the other one.

Table 22: Journalists Credibility Difference among OBN and the three commercial and national television channels

	Jour Cre EBC- OBN Tv	Jour Cre Fana – OBN Tv	Jour Cre Walta – OBN Tv
Z	-5.115 ^b	-2.561 ^c	-2.771 ^c
Asymp. Sig. (2-tailed)	.000	.010	.006

The mean rank result in table 23 shows that the commercial and national television channel's journalists (EBC, Fana, Walta Tv) are more credible than OBN Tv journalists.

Table 23: Mean rank difference between the three commercial, national and OBN Tv on their journalists credibility

		N	Mean Rank	Sum of Ranks
Journalists Cre EBC-OBN Tv	Negative Ranks	190 ^a	352.48	66970.50
	Positive Ranks	404 ^b	271.64	109744.50
	Total	600		
Journalists Cre Fana Tv – OBN Tv	Negative Ranks	234 ^d	416.46	97452.00
	Positive Ranks	355 ^e	214.94	76303.00
	Total	600		
Journalists Cre Walta Tv – OBN Tv	Negative Ranks	276 ^g	331.95	91619.50
	Positive Ranks	292 ^h	239.65	69976.50
	Total	600		

1.2 The Commercial, National and Addis Television Channels

There is a significant difference in journalist credibility between Addis Tv and the Walta Tv and ETV television channels except Fana Tv because the p value is greater than the level of significance 0.05. The result implies that the audiences have shown difference in their perception of Addis Tv and the two television channels (EBC and Walta) but shown no significant difference between Addis and Fana Tv in their perception of the journalists' credibility.

Table 24: Journalists credibility difference among Addis Tv and the three commercial, national television channels

	Jour Cre EBC – Addis TV	Jour Cre Fana – Addis TV	Jour Cre Walta – Addis TV
Z	-8.646 ^b	-.677 ^b	-2.970 ^c
Asymp. Sig. (2-tailed)	.000	.498	.003

The mean rank result in table 25 indicates that Addis Tv (340.10) journalists are more credible than EBC (288) but Addis Tv (248.12) journalists found to be less credible than Walta Tv (288.92) journalists. This is to mean that even though Addis Tv journalists are more credible than the EBC journalists, the Walta Tv journalists found to be more credible than them.

Table 25: Mean rank difference between commercial and national and Addis Tv on their journalists' credibility

		N	Mean Rank	Sum of Ranks
Journalists Cre EBC-Addis Tv	Negative Ranks	228a	228.00	51983.00
	Positive Ranks	365b	340.10	124138.00
	Total	600		
Journalists Cre Walta -Addis Tv	Negative Ranks	289g	288.92	83499.00
	Positive Ranks	250h	248.12	62031.00
	Total	600		

1.3 The Commercial, National and Amhara Television Channels

Table 26 displays that there is a significant difference in journalist credibility between Amhara Tv and commercial and national television channels at 5% level of significance.

Table 26: Journalists credibility difference among Amhara Tv and the three commercial and national television channels

	Jour Cre EBC – Amha Tv	Jour Cre Fana – Amha Tv	Jour Cre Walta – Amha Tv
Z	-4.053 ^b	-4.202 ^c	-8.021 ^c
Asymp. Sig. (2-tailed)	.000	.000	.000

The mean rank result in table 27 indicate that the two commercial television channel’s journalists (Fana and Walta Tv) are more credible than Amhara Tv journalists except EBC journalists because mean rank result found to be less than the Amhara Tv journalists.

Table 27: Mean rank difference between Amhara Tv and the three commercial and national television channels on their journalists’ credibility

		N	Mean Rank	Sum of Ranks
Journalists Cre EBC – Amhara Tv	Negative Ranks	233 ^a	264.50	61628.50
	Positive Ranks	321 ^b	286.94	92106.50
	Total	600		
Journalists Cre Fana Tv - Amhara Tv	Negative Ranks	296 ^d	284.59	84237.50
	Positive Ranks	231 ^e	237.62	54890.50
	Total	600		
Journalists Cre Walta – Amhara Tv	Negative Ranks	389 ^g	285.40	111019.00
	Positive Ranks	176 ^h	277.70	48876.00
	Total	600		

2. News Credibility Among the Commercial, Regional and National Television Channels

2.1 The Commercial, National and OBN Television Channels

There is a significant difference in news credibility between OBN and one commercial and one national television channels except Fana Tv at 5% level of significance. On top of that, the Wilcoxon Signed Ranks test analysis indicated absence of statistically significance difference among one of the private television channels (Fana) and OBN Tv on the credibility of news because the p value is greater than the level of significance which is 0.05. But the other result showed significant difference among the one of national and one commercial television channels (EBC and Walta) and OBN Tv on the credibility news because the p value is less than the level of significance which is 0.05.

Table 28: News credibility difference among OBN Tv and the three commercial and national television channels

	News Cre EBC – OBN	News Cre Walta - OBN	News Cre Fana - OBN
Z	-5.810 ^b	-2.434 ^c	-1.828 ^c
Asymp. Sig. (2-tailed)	.000	.015	.068

The mean rank result indicates that EBC news are more credible than OBN Tv news but Walta is less credible than OBN Tv news.

Table 29: Mean rank difference between Amhara Tv and the three commercial, national television channels on their news credibility

		N	Mean Rank	Sum of Ranks
News Cre EBC- OBN Tv	Negative Ranks	333a	302.52	100740.00
	Positive Ranks	227b	248.19	56340.00
	Total	600		
News Cre Walta Tv- OBN Tv	Negative Ranks	252d	281.90	71038.50
	Positive Ranks	315e	285.68	89989.50
	Total	600		

2.2 The Commercial, National and Addis Television Channels

Table 30 indicates that there is a significant difference in news credibility between Addis TV and commercial and national television channels except Fana Tv at 5% level of significance.

Table 30: News credibility difference among Addis Tv and the three commercial and national television channels

	News Cre EBC – Addis TV	News Cre Walta – Addis TV	News Cre Fana – Addis TV
Z	-7.099 ^b	-5.456 ^b	-1.859 ^b
Asymp. Sig. (2-tailed)	.000	.000	.063

Table 31 mean rank result indicates that EBC news is more credible than Addis Tv news but Walta is less credible than Addis Tv news. The implication is that even though the Addis Tv news is less credible than EBC news, it is found that more credible than Walta Tv news.

Table 31: Mean rank difference between Addis Tv and the three commercial and national television channels on their news credibility

		N	Mean Rank	Sum of Ranks
News Cre EBC- Addis Tv	Negative Ranks	278a	234.46	65178.50
	Positive Ranks	154b	184.09	28349.50
	Total	600		
News Cre Walta Tv- Addis Tv	Negative Ranks	279d	207.99	58028.50
	Positive Ranks	142e	216.92	30802.50
	Total	600		

2.3 The Commercial, National and Amhara Television Channels

There is a significant difference in news credibility between commercial, national and Amhara television channels at 5% level of significance. The result shows the audiences have difference in their perception of news credibility on the commercial, national television channels and Amhara Tv.

Table 32: News credibility difference among Amhara Tv and the three commercial and national television channels

	News Cre EBC – Amhara Tv	News Cre Walta – Amhara Tv	News Cre Fana – Amhara Tv
Z	-16.133 ^b	-12.520 ^b	-13.724 ^b
Asymp. Sig. (2-tailed)	.000	.000	.000

The mean rank result shows that all the three commercial and national television channels news (EBC, Walta and Fana Tv) are more credible than Amhara Tv News because the mean rank result for the Amhara Tv found to be lower than the three federal television channels.

Table 33: Mean rank difference between Amhara Tv and the three commercial and national television channels on their news credibility

		N	Mean Rank	Sum of Ranks
News Cre EBC – Amhara Tv	Negative Ranks	512a	297.06	152092.50
	Positive Ranks	74b	268.90	19898.50
	Total	600		
News Cre Walta Tv - Amhara Tv	Negative Ranks	375d	354.87	133074.50
	Positive Ranks	201e	164.68	33101.50
	Total	600		
News Cre Fana – Amhara Tv	Negative Ranks	419g	332.07	139139.00
	Positive Ranks	160h	179.82	28771.00
	Total	600		

3. Medium Credibility Among the Regional and Commercial, National Television Channels

3.1 The Commercial, National and OBN Television Channels

There is a significant difference in medium credibility between OBN Tv and the whole commercial and national television channels at 5% level of significance because all the result shows that the p value is less than level of significance which is 0.05.

Table 34: Medium credibility difference among OBN Tv and the three commercial, national television channels

	Medium Cre ETV- OBN	Medium Cre Fana - OBN	Medium Cre Walta – OBN
Z	-8.432 ^b	-5.293 ^b	-4.314 ^c
Asymp. Sig. (2-tailed)	.000	.000	.000

The mean rank result in table 34 indicate that the OBN Tv found to be more credible than one of the national and one commercial television channels (EBC and Fana Tv) as a medium. But found OBN Tv found to be less credible than Walta Tv as a medium.

Table 35: Mean rank difference between Amhara Tv and the three commercial and national television channels on their medium credibility

		N	Mean Rank	Sum of Ranks
Medium Cre EBC – OBN Tv	Negative Ranks	226a	181.32	40977.50
	Positive Ranks	305b	328.75	100268.50
	Total	600		
Medium Cre Fana Tv – OBN Tv	Negative Ranks	208d	192.48	40036.00
	Positive Ranks	263e	270.42	71120.00
	Total	600		
Medium Cre Walta Tv – OBN Tv	Negative Ranks	284g	283.96	80645.50
	Positive Ranks	230h	224.82	51709.50
	Total	600		

3.2 The Commercial, National and Addis Television Channels

There is a significance difference in medium credibility between commercial, national and Addis TV television channels (EBC, Fana and Walta Tv) at 5% level of significance. So, to find out which television channel is more credible than the other one we have compared their mean ranks.

Table 36: Medium credibility difference among Addis Tv and the three commercial and national television channels

	Medium Cre ETV-Addis Tv	Medium Cre Fana-Addis Tv	Medium Cre Walta-Addis Tv
Z	-2.999 ^b	-5.632 ^b	-12.214 ^b
Asymp. Sig. (2-tailed)	.003	.000	.000

Table 37 mean ranks result indicates that Addis Tv is more credible than the one of the federal television channels and private (EBC and Fana Tv) but less credible than Walta Tv as a medium. The implication as a medium Addis Tv is more trusted than EBC and Fana but less trusted or accepted than Walta Tv.

Table 37: Mean rank difference between Amhara Tv and the three commercial and national television channels medium credibility

		N	Mean Rank	Sum of Ranks
Medium Cre EBC – Addis Tv	Negative Ranks	275a	236.14	64939.50
	Positive Ranks	198b	238.19	47161.50
	Total	600		
Medium Cre Fana Tv – Addis Tv	Negative Ranks	357d	246.35	87947.50
	Positive Ranks	166e	295.65	49078.50
	Total	600		
Medium Cre Walta Tv – Addis Tv	Negative Ranks	404g	275.64	111359.00
	Positive Ranks	121h	220.79	26716.00
	Total	600		

3.3 The Commercial, National and Amhara Television Channels

Table 38 shows that there is a significant difference in medium credibility between Amhara Tv and the three commercial and national television channels (EBC, Fana and Walta Tv) at 5% level of significance. This implies the audiences' perception regarding the credibility of the three commercial and national television channels (EBC, Fana and Walta Tv) and Amhara Tv as a medium is similar.

Table 38: Medium credibility difference among Amhara Tv and the three commercial and national television channels

	Medium Cre ETV-Amhara Tv	Medium Cre Fana-Amhara Tv	Medium Cre Walta-Amhara Tv
Z	-7.926 ^b	-7.891 ^b	-14.745 ^b
Asymp. Sig. (2-tailed)	.000	.000	.000

The mean rank result in table 39 indicates that all the three commercial and national television channels (EBC, Fana and Walta Tv) found to more credible than Amhara television channel. This is to mean that audiences rated Amhara television channel as the list credible compared to the three commercial and national television channels as a medium.

Table 39: Mean rank difference between Amhara Tv and the three commercial and national television channels on medium credibility

		N	Mean Rank	Sum of Ranks
Medium Cre EBC – Amhara Tv	Negative Ranks	336a	311.21	104566.00
	Positive Ranks	212b	216.32	45860.00
	Total	600		
Medium Cre Fana Tv – Amhara Tv	Negative Ranks	359d	323.26	116049.00
	Positive Ranks	221e	237.29	52441.00
	Total	600		
Medium Cre Walta Tv – Amhara Tv	Negative Ranks	429g	321.60	137967.00
	Positive Ranks	138h	167.11	23061.00
	Total	600		

4.2.4 The Overall Audiences Credibility Ratings of the Commercial, National and Regional Television Channels

The overall credibility status among the commercial, national and regional television channels is also analyzed. So, it's presented in which credibility type (Journalists, News, Medium) do the television channels have significant difference. Table 40 indicates that the absence of significant difference in the credibility of journalists among the three commercial, national and regional television channels because the p value is greater than the level of significance which is $.658 > 0.05$. This implies that the audiences have similar view regarding the credibility of journalists among the three commercial, national and regional television channels. But there is a significant difference in the news and medium credibility among the three national, commercial and regional television channels because the p value is less than the level of significance which is 0.05.

Table 40: The overall credibility between the commercial, national and regional television channels

	Jour Cre Commer & National- Regional Tv	News Cre National & Commer- Regional Tv	Medium Cre National & Regional Tv
Z	-.442 ^b	-13.721 ^b	-10.357 ^b
Asymp. Sig. (2-tailed)	.658	.000	.000

So, based on the negative ranks there is significant difference in credibility between commercial, regional and national television channels at 5% level of significance.

Table 41: The general credibility result of the commercial, national and regional television channels

	Credibility of comer, national- Regional TV
Z	-12.800 ^b
Asymp. Sig. (2- tailed)	.000

Generally, table 42 indicates the mean ranks result among the three commercial, national and regional television channels showed that the commercial and national television channels are more credible than the regional television channels both in news and medium credibility. This shows that the audiences trust the commercial and national television channels more than the regional television channels.

Table 42: The Overall mean ranks result of the credibility of commercial, national and regional television channels

		N	Mean Rank	Sum of Ranks
News Cre Commer & National-Regional Television Channels	Negative Ranks	113d	276.72	113d
	Positive Ranks	483e	303.60	483e
	Total	600		600
Medium Cre Commer & National-Regional Television Channels	Negative Ranks	181g	246.89	181g
	Positive Ranks	411h	318.35	411h
	Total	600		600

4.3 The Presence of Hostile Media Phenomenon in the Commercial, Regional and National Television Channels

The audiences' perception on the presence of HMP is also analyzed from different aspects. The audiences' perception on the presence of HMP in their regional television channels, the other regional, national and commercial televisions are presented accordingly.

4.3.1 The Audiences Perception on the Presence of HMP in their Own Regional Television Channels

4.3.1.1 The Presence of Hostile Media Phenomenon in Addis Tv

This test statistics applied to check whether if there is significant difference among the variables is that Mann Whitney and Kruskal Wallis tests. So, the Mann Whitney test was applied to check whether gender and marital status difference has significant effect on the hostile media phenomenon of Addis Tv by using the null hypothesis and it is found that there is no significant difference between female and male and marital status for hostility because the p value is greater than the level of significance which is 0.05. Also, to check whether there is significant difference among age, education and employment status Kruskal Wallis test were applied and it found there the three variables have no significant effect on the hostile media phenomenon of Addis Tv.

Table 43: The Presence of HMP Within Addis Tv across gender, age, educational, employment and marital status

	Perception of HMP across Gender	Perception of HMP across Age	Perception of HMP across Edu.	Perception of HMP across Employment	Perception of HMP across Marital Status
Mann-Whitney U test	4203.000				4571.500
Wilcoxon W test	7363.000				7811.500
Z	-1.510				-.597
Chi-Square		6.909	1.912	.204	
df		4	3	2	
Asymp. Sig.	.131	.141	.591	.903	.550

4.3.1.2 The Presence of Hostile Media Phenomenon in Amhara Tv

Table 42 of the Mann Whitney test result indicates that gender and marital status have significant difference and have effect on hostility on the Amhara Tv because the p value is less than the level of significance which is 0.05. The other test is the Kruskal Wallis test across age and educational, employment status and showed that there is a significant difference among the variables because the p value is less than the level of significance. This result implies that the audience have difference in their perception of the existence of HMP within the Amhara Tv because the p value is less than the level of significance which is 0.05.

Table 44: The presence of HMP within Amhara Tv across gender, age, educational, employment and marital status

	Perception of HMP across Gender	Perception of HMP across Age	Perception of HMP across Edu.	Perception of HMP across Employment	Perception of HMP across Marital Status
Mann-Whitney U test	3609.500				3034.000
Wilcoxon W test	11994.500				4309.000
Z	-2.501				-2.040
Chi-Square		26.752	11.502	17.387	
df		4	3	2	
Asymp. Sig.	.012	.000	.009	.000	.041

4.3.1.3 The Presence of Hostile Media Phenomenon in OBN Tv

The result in table 45 presents that gender, age and marital status have no significant difference on the effect of HMP in OBN Tv because the p value is greater than the level of significance which is (0.71, .431 and 9.27 > 0.05). This implies the three variables showed that the audiences have shown similar perception regarding the presence of HMP within OBN Tv. But the Kruskal Wallis test across educational and marital status shown that there is significant difference on the presence of HMP in OBN Tv because the p value is less than the level of significance which is (.008 and .040 > 0.05).

Table 45: The Presence of HMP within OBN Tv across gender, age, educational, employment and marital status

	Perception of HMP across Gender	Perception of HMP across Age	Perception of HMP across Edu.	Perception of HMP across Employment	Perception of HMP across Marital Status
Mann-Whitney U test	3585.500				4914.000
Wilcoxon W test	5476.500				11019.000
Z	-1.806				-.092
Chi-Square		3.822	11.766	6.462	
df		4	3	2	
Asymp. Sig.	.071	.431	.008	.040	.927

4.3.2 The Audiences Perception on the Presence of HMP Among the Regional Television Channels

We have applied the Friedman test statics to check the general significant difference among the regional channels and found that there is significant difference in hostility between regional Tv channels at 5% level of significance.

Table 46: The General Significant difference among the Regional Television Channels

N	600
Chi-Square	6.732
Df	2
Asymp. Sig.	.035

Table 47 shows that the significant difference among each regional television channels and the Wilcoxon Signed Ranks test were applied in this regard. The result indicates that there is significant difference in HMP between Addis Tv and Amhara Tv also OBN and Addis Tv at 5% level of significance. But there is no significant difference in HMP between OBN and Amhara Tv because the P value is greater than the level of significance which is 0.05. This implies the audiences have similar perception regarding the presence of HMP within the Amhara and OBN television Channels.

Table 47: The Presence of HMP Among the Regional Television Channels

	HMP of OBN – Amhara Tv	HMP of Addis Tv – Amhara Tv	HMP of OBN – Addis Tv
Z	-.578 ^b	-4.588 ^c	-2.866 ^b
Asymp. Sig. (2-tailed)	.563	.000	.004

Table 48 indicates that the presence of Hostile Media Phenomenon within OBN Tv is greater than Addis and Amhara Tv. This presents that the level of HMP presence in the OBN Tv is greater than Addis and Amhara Tv.

Table 48: The Mean Ranks Result Among the Regional Television Channels

		N	Mean Rank	Sum of Ranks
HMP of Addis Tv – Amhara Tv	Negative Ranks	187d	195.16	36495.00
	Positive Ranks	253e	239.23	60525.00
	Total	600		
HMP of OBN – Addis Tv	Negative Ranks	246g	263.26	64762.00
	Positive Ranks	228h	209.71	47813.00
	Total	600		

4.3.3 The Audiences Perception on the Presence of HMP Among the Commercial and National Television Channels

Regarding the commercial and national television channels, we have applied the Friedman test statics to check the general significant difference and found that there is significant difference in hostility between all the commercial and national federal Tv channels at 5% level of significance.

Table 49: The General Significant difference among the commercial and national Television Channels

N	600
Chi-Square	29.372
Df	2
Asymp. Sig.	.000

The Wilcoxon Signed ranks test among the commercial and national television channels shows that there is significant difference in the hostile media phenomenon between Fana and EBC also Walta and Fana at 5% level of significance because the p value is less than the level of significance which is 0.05. But there is no significant difference in the hostile media phenomenon between Walta and EBC because the p value is greater than the level of significance which is 0.05.

Table 50: The Presence of HMP Among the commercial and national Television Channels

	HMP of Fana Tv - EBC	HMP of Walta Tv - EBC	HMP of Walta – Fana Tv
Z	-5.050 ^b	-.511 ^b	-5.031 ^c
Asymp. Sig. (2-tailed)	.000	.609	.000

The mean ranks result mentioned in table 48 indicates that the presence of Hostile Media Phenomenon within Walta Tv is greater than Fana Tv. Also, the level of HMP within Fana is found to greater than EBC. This implies the level of hostile media phenomenon in Walta and Fana Tv greater than the level of HMP within EBC.

Table 51: The mean ranks result among the commercial and national television channels

		N	Mean Rank	Sum of Ranks
HMP of Fana – EBC	Negative Ranks	167a	230.96	38570.00
	Positive Ranks	292b	229.45	67000.00
	Total	600		
HMP of Walta - Fana	Negative Ranks	251g	247.45	62110.50
	Positive Ranks	191h	187.40	35792.50
	Total	600		

4.3.4 The Overall Audiences Perception of the Presence of HMP Among the Commercial, National and Regional Television Channels

The Wilcoxon signed ranks test result regarding the overall significant difference among the commercial, national and regional television channels shows that there is significance difference in hostility between all of the television channels because the p value is less than the level of significance which is $0.00 < 0.05$.

Table 52: The overall audiences' perception of the presence of HMP among the commercial, regional and national television channels

	HMP of Commercial & National- Regional TV
Z	-6.818 ^b
Asymp. Sig. (2-tailed)	.000

The general mean ranks result on the HMP regarding the Ethiopian commercial, national and regional television channels is that the regional television channels (301.18) found to be more hostile than the commercial and national television channels (265.08). This implies that the Ethiopian regional television channels contribution to the hostile media phenomenon is more than the rest television channels.

Table 53: The overall mean ranks result among the commercial, national and regional television channels

		N	Mean Rank	Sum of Ranks
HMP of Commer & National-Regional Tv	Negative Ranks	365a	301.18	109932.50
	Positive Ranks	210b	265.08	55667.50
	Total	600		

4.4 The Relationships between Audiences' Perceived Credibility and Presence of Hostile Media Phenomenon within the Ethiopian Commercial, National and Regional Television Channels

The relationships between the Ethiopian commercial, regional and national television channels credibility and presence of hostile media phenomenon were analyzed. For non-parametric methods we applied the Spearman's correlation to check the relationships between the two variables. The spearman's correlation result indicates that it's significant at the 0.01 level (2-tailed) and there is a positive or direct relationship between the commercial, national and regional television channels credibility. This implies that when one variable increases another variable increase and also inversely when one variable decreases other variable also decrease. The credibility variables (Journalists, News and Medium) have effect on each other and the decrease on the credibility of journalists will affect the credibility of news and medium. But there is a negative or inverse relationship between the credibility and hostility of commercial, national and regional television channels. This shows that when one of the credibility variable increases, the hostile media phenomenon variable also decreases and inversely when one variable decreases another variable also increase.

Table 54: The relationships between audiences' perceived credibility and presence of HMP within the Ethiopian commercial, national and regional television channels

			Credibility of National & Commer TV	Credibility of Regional TV	HMP of Commer & National TV	HMP of Regional TV
Spearman's rho	Credibility of Commer & National TV	Correlation Coefficient	1.000	.795	-.154	-.056
		Sig. (2-tailed)	.	.000	.000	.168
		N	600	600	600	600
	Credibility of Regional TV	Correlation Coefficient	.795	1.000	-.057	-.080
		Sig. (2-tailed)	.000	.	.166	.051
		N	600	600	600	600
	HMP of Commer & National TV	Correlation Coefficient	-.154	-.057	1.000	.352
		Sig. (2-tailed)	.000	.166	.	.000
		N	600	600	600	600
	HMP of Regional TV	Correlation Coefficient	-.056	-.080	.352	1.000
		Sig. (2-tailed)	.168	.051	.000	.
		N	600	600	600	600

4.5 Reasons for the Decline in the Credibility and Presence of HMP in the Ethiopian Commercial, Regional and National Television Channels

Grounded theory does not describe phenomenon nor test hypotheses (Birks & Mills, 2012; Dunne, 2011). Urquhart (2013) explains grounded theory as being partial and flexible because it “does not pursue to put predetermined philosophies in the world.” Through practical research in social situations, grounded theory explores participants’ viewpoints and activities through an inductive method to produce theory based on the complexities of the real world (Urquhart, 2013). From the major three and other forms of grounded theory approach, in this dissertation the Classical Glaserian Grounded Theory (CGGT) is applied to explain the audiences’ credibility evaluations of the Ethiopian regional, private and federal television channels. So, the Classical Glaserian Grounded Theory (CGGT) is better equipped than other types of GT in producing an accurate, clear and understanding of what is really there and happened in the data and what is really going on in the surrounding environment (Glaser,2005; Mediani,2017).

After the interviews, it was sorted out verbatim in detail in accordance with the contents of recordings is accurately transcribed. Glaser’s in collaboration with Judith A. Holton (2004, 2005, 2007), and Holton’s own publications (2010), presented the coding procedures of Classic GT and the coding focuses on two flexible steps: (1) substantive coding, and (2) theoretical coding (Bruscaglioni, 2016; Holton & Walsh, 2017). The substantive coding incorporates two subphases of coding which are open and selective coding, produces categories and their properties, and identifies a core category. Coding is the process of assigning concepts to the data for the sake of analyzing that data (Urquhart 2013).

4.5.1 The Substantive Coding

1. Open Coding

During this coding procedure the data which are collected will be analyzed line-by-line, each incident is coded with a key word, which synthesizes sections of the data (Glaser & Holton, 2004). In open coding everything is coded so as to find as several codes as possible without considering relevance (Glaser, 1978). Open coding involves the effort of the researcher in listening to the digital recordings, reading and re-reading interview transcribed notes and then coding each line of the transcript (Campbell, 2018). A data analysis which is done on each and every sentence (line by line) data analysis is more productive and better than analyzing each word which can be tiring and greatly misdirecting (Allan, 2003). The application of main ideas made it simple and technical to emphasis during working on the coding (Allan, 2003). Overall,

the study purposively included 19 informants from the three places of the country and the coding will be presented with the transcribed data. The first three informants are from Amhara regional state. The following open coding are collected using the semi-structured method of data collection. The tables mentioned are an extract from the 18 research participants interview of the line-by-line open coding. All the informants' statements were presented with the analysis and the first informants which are analyzed were from the Amhara regional state.

1. Amhara Regional State

Table 55: Informants from Amhara

Informants	Open Coding
<p>The current regional aggression and violence within ours and other regional television channels have proven that the feeling of isolation among peoples of the two regional state and one capital city has increased, the tendency to redraw from reality has become stronger and the phenomenon of alienation from the community of those strongly depended on media has become more pregnant.</p>	<p>Media Polarization has increased</p>
<p>As I am from Amhara, I really hate to watch news from both OBN and Amhara television channels itself because of the hate news they air. I couldn't see fairness in the news of Amhara, OBN, EBC, Walta and Fana news channels. They tend to hide the truth and they allow the public not to know the truth and learn from it or correct it. Generally, the mentioned television channels are fabrications of lies and propaganda.</p>	<p>Unfairness of Television Channels</p>
<p>Specially, OBN and Amhara television channels are the major player in intensifying and creating conflict among the two regional states community.</p>	<p>Cause of Conflict and destruction</p>
<p>I believe, instead of reporting truthful news story and commonality, OBN and Amhara television channels are focusing only on the points that differs the two regional states people.</p>	<p>Media Polarization</p>
<p>The journalists from both OBN and Amhara Tv are the role taker in the conflict among ourselves and the Amhara and Oromia regional states people and they report what the regional government politicians gave them or show them to report. Currently, even though there are a lot of issues in our community like corruption, good governance and security, the media is not willing to voice those important issues in the public. We thought the practice in media is changed and we were expecting a news and program that is different from the previous government which voices the voiceless but it isn't.</p>	<p>The concept of Biasness in the Channels</p>
<p>As a citizen I am able to observe that sometimes in the combat of racism or ethnic media, the public's problems like good governance, corruption and law and order are not getting media coverage and attention from the responsible bodies.</p>	<p>The unfairness of Television Channels</p>
<p>After the newly assigned transitional government prime minister 'Dr. Abiy Ahmed' took power, we hoped that the media would be free and able to exercise their right but, after a short period of the transition, the government started to arrest journalists and stopped the media organizations work of voicing the communities' questions and critics regarding good governance, the issue peace and security, inflation and corruption.</p>	<p>The lack of freedom for the media</p>

We found it common that the regional media in this regard take an agenda from politicians that could apart groups of ethnicities from each other and create conflict and displacement instead of being a means of bringing peoples into one citizenship and common understanding.	Being the cause of Conflict
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Table 56: Informants from Amhara:

Informants	Open Coding
Surprisingly, on the one hand, proponents of the “OBN Television Channels” argue that the media coverage is influenced by the regional and federal government. In this case I don’t think the federal government is currently dominating the regional media outlets but it is the regional government and politician originally from the regional states including Addis Ababa who are misleading and mis-managing the media found in those regional states.	The Domination of Regional Government on Media
As I am a politician, I have tried to get media coverage from a state media but as I am not the ruling party member, I couldn’t get the chance of media coverage on an important public event. But a moment after we are denied of a media coverage, the ruling party official were able to get a media coverage where a media coverage is not that much needed. The politicians have direct control of each and every media company in the country and anyone without there information and authority can’t use or say anything against their interest.	The unfairness of the television channels
Currently, the regional media are now to function in their own interest and the previously centralized media managing and controlling is not working. But, instead of using the media in voicing the communities’ issues, the politicians are using it to fulfill their own personal interest that is safeguarding their political seat in the government wing.	The biasness of television channels
I am able to see that the politicians in those regional states use the media as a weapon to mis lead the public for their political interest. The other important thing is the ruling government is using the media to confuse and disorganize the people instead of working on law and order.	The biasness of television channels
Because of the politicians direct and indirect control of the television channels most of the news and programs are full of bias and mis information. The biased news media affected our and other different regional states people daily social, economic and political interaction and living environment.	The biasness of television channels
In my city I have observed citizen journalists and activists who are arrested for reporting corruption done by government officials and lack of good governance. So, the Ethiopian media and journalism is less free than it was in the previous regime. People use the social media to report the problem of good governance and corruption because the media organizations specially those regional, private and federal television channels don’t present accurate information. This is the reason why citizen journalists are increasing in the country from time to time. To other side anyone who report and write problems of good governance and corruption are always under serious control of government politicians and they might send him to jail.	Lack of freedom in the media

Table 57: Informants from Amhara:

Informants	Open Coding
<p>I am able to observe that the Ethiopian private, regional and federal television channels are not credible among the viewers of any person living in any of those regional states specially in Oromia, Amhara and Addis Ababa.</p>	<p>The lack of credibility in the regional, private and federal television channels</p>
<p>I have been observing that the Ethiopian private, regional and federal television channels are biased in their reporting and instead of voicing the voiceless and being the mouth and ears of the people, their focus of attention is in delivering a polarized news for the Ethiopian citizen that make them live apart and in conflict. We are told that Fana and Walta are the private television channels which are working on the interest of the public but that is a big lie and there day to day news and programs are full of party or government propoganda.</p>	<p>The polarization and biasness of television channels</p>
<p>To your surprise my regional states and others today, rather than having shared news media landscape in which the facts of an issue can be agreed upon, each and every public receives and shares its own version of news reports and editorial commentary. The regional states media land scape is built always in mis judging and reporting news content against the political, social and economic status of other regional states.</p>	<p>The polarization of the television channels</p>
<p>The Amhara and OBN television channels are known in creating an agenda that led the two regional states people into conflict and chaos. Additionally, the political parties, groups and elites found in those regional states are employing the television channels to push their narrative that other ethnic groups are a danger to the unity and continuation of the country following tensions around the shape of the state, leading to a highly polarized political environment. These are taking specially among the Oromia and Amhara, also between the Tigray and Amhara peoples regional states.</p>	<p>The polarized and biasness of television channels</p>
<p>The media organizations in our and other regional states and the country as a whole don't have concern for the wellbeing of the community rather, they are always concerned for bringing a political agenda that lead groups of different ethnicities into war and conflict because the conflicts are means of income for most of journalists and means of safeguarding their political seat for politicians.</p>	<p>The cause of war and conflict</p>

2. Oromia Regional State

Table 58: Informants from Oromia

Informants	Open Coding
I believe the major reason for the decline in credibility of the Ethiopian regional and federal television channels is that the reporting is false and biased and have decried reporters and news providers.	Being source of biased reporting
I am tired of observing that the biased report from each channel are leading the peoples to confusion and distrust. I believe that during the conflict between the Amhara and Tigre ethnic groups living in one country, the job of a media is to report what really happened there by getting enough information regarding who the responsible body for the conflict and damage.	The polarization of the television channels
But, when you see our country's journalists and media organization during a conflict, they always try to show their support to their society and ethnic groups where they came from in their news reporting instead of reporting what exactly happened.	The unfairness of the television channels
It is the politicians who are forcing and telling the journalists what to report and not to. The biased reporting and the influence of politicians on the news media and journalists have further eroded trust in political and government institutions. Even though the media in Ethiopia looks better than the previous governments but it isn't rather it is getting worse than ever. The media and journalism sector development in Ethiopia is still hampered by various political and economic issues specially the political aspect takes the lead in over controlling and systematically censoring news and programs. We are hearing that the governing bodies for the sake of politics are practicing censorship practically by stopping an accurate news being read and presented because it is against their political interest.	The domination of regional government on media
In our country it is extreme personal politics which is undermining mainstream media so people believe their alternative facts of what they read, listen and watch on social and other media outlets.	A media for extreme personal politics
Because everyone undermines mainstream media and people only trust their alternative facts instead and that is why the current regional television channels lost credibility among the people.	The undermining of the mainstream media
It is annoying that still the mainstream media is managed in an old manner and fashion because the media organizations always want to set agenda for the public instead of keeping the interest of the public or bringing the publics agenda into the media.	The presence of poor media management

Table 59: Informants from Oromia

Informants	Open Coding
However, in Ethiopia the influence of political polarization, growing media distrust, and the rise in biased and subjective news reports is putting pressure on both mainstream and alternative media outlets.	The Polarized and Biased Television Channels
Because of the dominations from government officials in Amhara and Oromia regional states, the news stories are always biased and hateful. Even though, the television channels found in different parts of Ethiopians' regional states are free from the federal government centralized control, still the government officials in those regional states are using the television channels in their favor. The public believes that the regional states including the federal and private television channels are not trustworthy and believable. For instance, most government officials believe that if the conflict among peoples of different regional states continue, they will be able to secure their political seat and continue to be benefited. But, if the people of different regional states of Ethiopia live in peace and harmony, the people will be able to question their power and contribution to the people and that is why the politicians found in different regional states use the media in a manipulated and biased manner to safeguard their interest.	The Domination of Media by Regional State Government

Table 60: Informants from Oromia

Informants	Open Coding
As an Ethiopian people generally, we don't trust the regional television channels enough because, the channels are not able to function properly and truthfully.	Untrusted television channels
Each and every government owned and private television channels are not trying to report news on social issues, events and playing a watch dog role for the citizens. But so said the low credibility was a "world trend" and not specific to the Ethiopians regional television channels and also to some extent the federal television channels are biased in their reporting apart from the rest.	Don't have Concern for the Wellbeing of the Society
It is obvious that the politicians in our regional state and federal level use the media for safe guarding their governments interest and loyalty but compare to the regional television channels, the federal television channels are better.	Biased Television Channels
Our regional and the rest regional states television channels are perceived as not credible because, the television channels are rich with disinformation which has contributed to increase of heighten political cynicism, misperceptions, lower credibility in the television channels, and further exacerbate growing polarization and conflict among the Oromia and Amhara people. Additionally, the regional television channels are the major role player and means in the conflict among different regional states and between peoples of different ethnic groups.	Media as sites of polarization and agents of conflict
Surprisingly, the two (Amhara and Oromia television channels) are effective in their propaganda and biased news reporting and they were misused by exploiting their shortcomings in controlling the spread of hate speech, misleading information and news, and provocation to violence.	Means of Propaganda and hate speech

It is concerning that some political actors practice and publish hate speech in their events and media, false narratives, and misleading advice on mass media platforms. This shows that our media including politicians do not have concern for the wellbeing of the public.	Polarized and Means of Conflict among Different Groups
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3. Addis Ababa

Table 61: Informants from Addis Ababa

Informants	Open Coding
As local news sources decline; a growing proportion of we Ethiopians are getting our news and other information from social media or antagonistic mainstream media. In the vacuum left by the disappearance of local news sources credibility, we are increasingly reliant on information sources that are incomplete, and may be misleading or deceptive.	Source of Incomplete and Misleading Information
I hate to view the Ethiopian regional television channels specially those of the Amhara and Oromia. In the last two years, I have observed that the two were misleading us by reporting biased news and releasing propaganda.	Biased Television Channels
The decline in the regional television channels news reporting has created an information vacuum where misinformation and disinformation have flourished in our surrounding. Currently, social media platforms are designed to disseminate content using algorithms that can modify patterns of individual exposure in opaque ways, often prioritizing content that provokes extreme reactions from users. This problem is exacerbated when local news sources are unavailable to fill needed information gaps or to counteract the spread of misinformation.	Dominance of social media over the Mainstream
Hence, the voice of our regional and other regional states, private and federal television channels are monotonous and their contents are all the same across the board. As long as these media are pro government and the mouthpiece of the ruling political party, they rely on the sources they think are speaking for the government rather than blowing the whistle of different wrongdoings in different government institutions.	Domination of Regional Government on Media
Subsequently, they have sources they trust because of speaking the good deeds of the government and at the same time they also ignore sources that blow whistles of different wrong doings. In nutshell, both federal and regional television channels lack credibility as they lack to entertain a variety of sources in their reporting.	Lack Source Varieties

Table 62: Informants from Addis Ababa

Informants	Open Coding
Including our regional and others television channels and other private and federal television channels like Amhara, OBN, Fana, Walta and EBC have lost credibility. This television channels have increasingly gotten more bias and has been gradually losing their credibility because of its inability to report the news in a non-bias manner. This has taken us down into the regional states' television channels level where you routinely have "reporters" going on camera to report news stories that reflect their personal bias or the bias of their superiors like political officials.	There are Biased in their Reporting
And yes, our regional television channels can be and often are bias based on the political leanings of the politicians and regional governors.	They are Biased Television Channels
The Ethiopian regional television channels are biased in their news reporting and I can't say that it is because of the inability of the journalists in differentiating facts from biased reports rather it is because of the regional's political leader's domination on the journalists.	Political Control of Media by Regional Government
Despite massive growth in our media industry, lack of quality and diversified journalists in the regional television channels with regard to content and experts from different ethnicities are creating a big gap between the real lives of people in the country and the most important issues they face.	Lack Quality Content and Ethnically undiversified Journalists
When you see the Amhara, OBN and other regional television channels journalists, it is very rare to find journalists who belong to different ethnicities rather than their regional ethnicities.	Lack Ethnic Diversity in the Media Organization
It is impossible to listen and watch accurate news reporting from our regional media about the overall situations of the country and that is why we couldn't hear and watch a news which is trustworthy and accurate.	Trustworthiness and Accuracy

Table 63: Informants from Addis Ababa

Informants	Open Coding
Most of our Ethiopian regional television channels have contributed to the ethnic polarization in the country rather than act as a unifying reason and means.	They are Polarized Television Channels
Because of the biased and unprofessional news report we are left with civil war and thousands have been killed, millions have been forced to displaced from their homes.	They are Biased and Unprofessional News Report
In Ethiopia, media often function as mouthpieces of political philosophies and government officials in addition to local activists narrowed politics.	The domination of Regional Government on Media
While at times these television channels host and broadcast news content reaching different demographics, they predominantly frame their narratives and programs in ways that serve their respective ethnicities instead of being balanced in their content.	They are Unfair Television Channels

<p>The case of the continuing and intensification of armed conflict in Ethiopia since 2020 I have encountered the impact of the regional television channels biased news reporting. Against this backdrop, the regional television channels are highly susceptible to the influence of their own dominant regional groups, and outlets inevitably reflect their own ethnic cleavages of the regional state in which they are operating. Recent experiences have shown that the overpoliticization of ethnicity through their biased television and other media outlets led to discord, sectarianism, and civil war. These disorders have taken a heavy toll on the lives of millions in Ethiopia.</p>	<p>They are Polarized and causes of Conflict among different Groups</p>
<p>Surprisingly, activists and citizen journalists who are reporting the displacement and killings of millions of people in addition to lack of good governance are sent to jail maltreatment. So, it's forbidden to question the work of a government officials in any manner. I believe the current situation is more difficult and worse than the previous regime.</p>	<p>The domination of Regional Government on media</p>

2. Selective Coding

A research study using the classical grounded theory which comes after the development of open coding is selective coding (Elliott and Lazenbatt 2005) and selective coding is as the stage where coding becomes limited to only categories that relate to the research problem (Glaser, 1978). Selective coding involved taking up the open codes into the sub-categories and categories that are expressive of the reason for the current credibility status of the Ethiopian regional, commercial and national television channels.

Selective coding focused on developing up the open codes into the categories which are expressive of the reason for the current credibility status of the Ethiopian federal, regional and private television channels. Because of the bottom-up nature of grounded theory there was a lot of categorizations applied in this stage. The categorizations were evolved on the phenomenon of the research and data. This are focused on the related categories such as: means of Conflict and Unfairness, Biased and Unfairness, Polarized and Biased, Polarized and means of conflict, undiversified. These categories are created based on the reasons for the failing down of the Ethiopian private, regional and federal television channels credibility. Some open codes became larger categories and other open codes become properties of these larger categories (Urquhart 2013). Sub categories and categories were a summary of open codes fused together under one core category or the major issue. A significant point regarding the developed concepts applied for categorizing is that they must have two vital features: one being “analytic” and the other being “sensitizing” (Glaser & Strauss, 1967).

1. The Amhara Regional State

Table 64: Informants from Amhara Regional State

Participants	Analytical Meaning	Open Codes	Sub -Category	Category
Informant 1&2	The Ethiopian television channels for being the cause and intensification of conflict.	Media Polarization	Polarization	Means of Conflict and Unfairness
		Unfair Television Channels	Unfairness	
		Cause of Conflict	Conflict	
		Media Polarization	Polarization	
		Biased Channels	Biasness	
		Unfair Television Channels	Unfairness	
		Lack of Media Freedom	Freedom	
		Cause of Conflict	Conflict	
Informant 3&4	The Ethiopian private, regional and federal states television channels biasness.	The Domination of Regional Government on Media	Domination	Biasedness and Unfairness
		Unfair Television Channels	Unfairness	
		Biased Television Channels	Biasness	
		Biased Television Channels	Biasness	
		Biased Television Channels	Biasness	
		Lack of Media Freedom	Freedom	
Informant 5&6	The Ethiopian private, regional and federal states television channels being source of polarization and biasness.	The Regional, Private and Federal Television Channels Not Credible	Not -Credible	Polarized and Biasness
		Polarized and Biased Television Channels	Polarization	
		Polarized Television Channels	Polarization	
		Biased Television Channels	Biasness	
		Cause of War and Conflict	War and Conflict	

2. Oromia Regional State

Table 65: Informants from Oromia Regional State

Participants	Analytical Meaning	Open Codes	Sub -Category	Category
Informant 7&8	The unfairness of the Ethiopian private, regional and federal states television channels biasness.	Biased Reporting	Biased	Biasness and Unfairness
		Polarized Television Channels	Polarization	
		Unfair television channels	Unfairness	
		The domination of Regional Government on media	Domination	
		Extreme Personal Politics	Personal Politics	
		Undermining the Mainstream Media	Undermining mainstream	
		Poor Media Management	Media Management	
Informant 9&10	The biasness of the Ethiopian private, regional and federal states television channels.	Polarized Television Channels	Polarization	Biasedness
		Biased Television Channels	Biasness	
		The Domination of Regional Government on Media	Domination	
Informant 11&12	The Ethiopian private, regional and federal states television channels being source of polarization and conflict.	Untrusted Media	Untrust	Polarized and means of conflict
		Don't have Concern for the Wellbeing of the Society	Wellbeing of Society	
		Biased Television Channels	Biasness	
		Polarized and Means of Conflict among different groups	Polarization and Conflict	
		Means of Propaganda and hate speech	Propaganda and Hate Speech	
		Polarized and Means of Conflict among Different Groups	Polarization and Conflict	

3. Addis Ababa

Table 66: Informants from Addis Ababa

Participants	Analytical Meaning	Open Codes	Sub -Category	Category
Informant 13&14	The Ethiopian private, regional and federal states television channels being biased.	Source of Incomplete and Misleading Information	Misleading Information	Biasedness
		Biased Television Channels	Biasness	
		The social media has over controlled the media environment.	Social media domination	
		The domination of Regional Government on Media	Domination of the government	
		Lack to Entertaining a Variety of Sources	Lack of multiple sources	
Informant 15&16	The Ethiopian private, regional and federal states television channels have lack of ethnically diversified journalists.	Biased Reporting	Biasness	Ethnically not diversified
		Biased Television Channels	Biasness	
		The Domination of Regional Government on Media	Domination of the government	
		Lack of Quality Content and Ethnically Diversified Journalists	No Diversity	
		Ethnically Diversified Journalists	No Diversity	
		The issue of Trustworthiness and Accuracy	Trustworthiness and Accuracy	
Informant 17&18	The Ethiopian private, regional and federal states television channels being polarized and biased.	Polarized Television Channels	Polarization	Biasedness and polarized
		Biased and Unprofessional News Report	Biasness	
		The domination of Regional Government on Media	Domination	
		Unfair Television Channels	Unfairness	
		Polarized and Means of Conflict Among Different Groups	Polarization and means of Conflict	
		The domination of Regional Government on media	Domination	

Through the process of selective coding the categories that are merged was:- being means of Conflict, Unfairness, Biasedness, Polarized, Not Diversified. So, these categories subsequently formed the core category.

Table 67: Categories of the Audiences Reasons of the Current Credibility Status of the Ethiopian National, Regional States and Commercial Television Channels

Conflict, Unfairness, Biasedness, Polarized, Not Diversified
<p>The five above mentioned are categories formulated from the open categories based on the research data. The first category is ‘Conflict and Unfairness, which emerged from the subcategories through analyses of the data included Polarization, Unfairness, Conflict, Polarization, Biased, Freedom. The second category is ‘Biased and Unfairness’ which emerged from the subcategories includes Domination, Unfairness, Biasness, Freedom. The third category emerged from the subcategories of Not -Credible, Polarization, Biased, War and Conflict is ‘Polarized and Biased’. The fourth category is ‘Polarized and means of conflict’ which emerged from the subcategories of Polarization, Biasness, Domination, Untrust, Wellbeing of Society, Propaganda and Hate Speech. The last category is ‘not diversified’ which emerged from the subcategories included biasness, domination of the government, absence of diversity, trustworthiness and accuracy. The categories were reasons that contribute for the loss of credibility and presence of HMP in the Ethiopian commercial, regional and national television channels. The research data and categories imply that the cadre-oriented media has contributed for the emergence of the reasons for the deteriorating of the Ethiopian commercial, regional and national television channels.</p>

The above is a memo on the conceptual connection between the categories found from the collected research data. So, memo is the continuing development of registering theoretical notes during the procedures. The memorandums are “theoretical recordings and concepts regarding the collected data and the concrete associations among categories recorded and written by the researcher” (Glaser, 1978).

1. Core Category

The core category appeared naturally towards at the end of the selective coding process (Glaser,1992). According to Glaser (1992), the category which is core “accounts for a larger part of the difference in a pattern of behavior” and is accepted as the “major term” or “the underlined issue” for the responsible bodies (Glaser,1978). The selective coding process organized the open codes into sub-categories and then created and organized the sub-categories into categories supporting the emergence of the study’s core category: being means of Conflict and Unfair, Biased and Unfair, Polarized and Biased, Polarized and means of conflict, Not Diversified. Glaser (1978) identifies the characteristics for the core category as an essential phenomenon in the research occurring frequently and naturally, which is linked to all other categories establishing and demonstrating a pattern.

Core Category				
- Cadre-Oriented Media				
Categories				
Unfairness	Biasness	Polarized	Means of Conflict	Not Diversified
Sub- Categories	Sub-Categories	Sub-Categories	Sub-Categories	Sub-Categories
-Polarization - Unfairness - Conflict - Polarization - Biasness - lack of Freedom	-Domination - Unfairness - Biasness - lack of Freedom	- Not-Credible - Polarization - Biasness -War and Conflict	-Polarization -Biasness -Domination -Untrust -Wellbeing of Society - Propaganda and Hate Speech	-Biasness -Domination of the government -Absence of diversity -Trustworthiness and accuracy

4.5.2 Theoretical Coding

Finally, as theoretical coding should be applied to find concepts, associates, and explain relationships to produce theories, ordering the above-mentioned data should begin, sub-categories, and information into relatable theory (Urquhart, 2013). The last coding in the classical grounded theory is theoretical coding which comes once the core category emerged. The theoretical coding is undertaken to build the final theory in the study grounded on the collected data. The formulation and organization of the theoretical codes are important in

generating a theory. According to Glaser (1978) the stages of theoretical codes give: an integrative scope, the broad picture and a new perspective of the area which has been studied. The theoretical code develops from the data but can also be produced and comes from the creative analysis of the collected data by a theory-sensitive researcher (Urquhart 2013). However, codes cannot be created without a data collected and rather must be grounded in the data.

The theoretical code emerged from the study were Cadre-Oriented media. The code conceptualizes the relationship between the categories and core categories and declares a reasonable connection and relationships between the concepts. The literature was reviewed as the developing theory was created, to explain its significance and reliability. The developing theory was associated to the current literature and theories to help with the densification of the theory and attain a reasonable level of concept. The documentation and organization of theoretical code was important to the development of a combined substantive theory with conceptual and explanatory power. Based on the data collected a theory was created and a theoretical explanation of the code is provided under.

Cadre-Oriented Media (CORM)
<p>The theoretical code, cadre-oriented media (CORM), was developed from the core category. The theory emerged based on the data collected on the reason for the decline in the credibility and presence of HMP in the Ethiopian commercial, regional and national television channels (Fana, Walta, Amhara, OBN, Addis Tv and EBC). The categories emerged from the data like conflict and unfair, biased, polarized, not diversified emerged as a reason of a cadre-oriented media. The current domination of the politics on the media sector was a reason for the above categories to emerge. CORM was a reason for the development of polarized, unfair, biased, means of conflict and lack of ethnically and religiously diversified professional journalists in the mentioned television channels. Most of the research participants in their interview raised that the issues like polarization, conflict, biasness, fairness and not having diversified journalists in terms of ethnic and religious backgrounds are because of the domination of the politics through the political cadres.</p>

4.5.3 Theoretical Saturation

Data analysis has an advanced implication, as the goal of grounded theory is to attain theoretical saturation. Theoretical saturation is the continuous comparison of concepts of the research data to the point where additional exploration yields no further theoretical explanation (Urquhart,2013). Saturation is a concept usually misinterpreted but arises when no new notions can be found which are significant to the progress of the emergent theory (Smith and Biley,1997). Saturation is expected to occur when no additional data are being found which can develop the properties of the (Glaser and Straus,1997). The relationship between categories is well established and the categories were developed in terms of dimensions. It is also essential that conceptual saturation be achieved to allow the developing of theory (Breckenridge & Jones,2009).

According to Hennink and his colleagues (2016), there are two kinds of saturation: code and meaning saturation. According the scholars' recommendations, code saturation in grounded theory achieved after having 9 interviews, it means when the investigators "wrote all of the points what he is expected to," whereas the meaning saturation attained in an interview done with 16-24 participants, when scientists "comprehend everything" (Hennink,2016 et al.). So, in this study seventeen interviews are conducted and it was found that most of the replies of the participants found to be almost the same. It is believed that the theoretical saturation can happen within twelve interviews while exploring individuals' experiences in a relatively similar sample (Guest et al. 2006).

In this research project, the theoretical sampling was applied in three ways: through the consideration of the institution and target participants like activists, students, daily workers and government employees to be interviewed; through the selection of the last interviewees, and by means of theoretical control of the shape of the interview. The standing and chosen place of the research is the universities found in the selected research areas (Bahir Dar, Addis Ababa and Adama Universities), because as the researcher is an academician, he could easily get the necessary support from academician in those universities. According to the theoretical saturation regarding the reasons to the failing down of the television channels credibility and presence of HMP, no new concepts were found and developed. It was found that the study had reached saturation based on the continues repetition of the main concepts and decreasing of heterogeneity. The data analysis and association were representing adequate asset and explanatory influence of the new emerged theory. The data collection and data analysis ended

at this point. In this study the theoretical saturation of the theory was reached because of no new properties of the categories were found in data and the integration and density of the theory was at a high level.

4.5.4 Summary

This study presented the methods applied and recommended by the mixed method design and classical grounded theory. The approach addressed the research aim and questions in the explanations of the reason for the current audiences' credibility ratings of the Ethiopian commercial, regional and national television channels. Sampling started with a purposive sample of eligible participants. Data collection took place simultaneously with data analysis during the eighteen semi-structured interviews until theoretical saturation was achieved. The data were analyzed through the three stages of coding: open, selective and theoretical. The process of coding identified sub-categories and categories, connecting them by means of continues comparative and associative analysis. The Subsequent theoretical sampling allowed selective data to be collected during the participant interviews to develop the emerging categories. Field notes and theoretical memos helped advance concepts and shape relationships between categories. The research approach was dynamic, leading the analysis from the unknown collection of ideas to the known, and leading to the emergence of a new substantive theory. This chapter summarized the research approaches for data collection and data analysis applied and the research quality, the literature and reflectivity were also discussed. The next chapter presented analysis of the findings of the audience reasons for the failing down of the Ethiopian private, regional and federal states television channels. The first part of the chapter presented the participants perceptions of the reason regarding the reasons to the failing down of credibility and the conceptual relations among the participants view; and the second part of the chapter presented analysis of the categories that formed the core category and led to the discovery of the new substantive theory.

4.5.5 Findings

Introduction

The following part presented the findings from the research which aimed to explore the audiences' reasons for the decline of the Ethiopian commercial, regional and national television channels credibility and presence of HMP. The findings were analyzed following the classic grounded theory methodology described in the previous chapter. The study was conducted using an iterative process of data collection and continuous analysis to develop the sub-categories, categories, core category and substantive theory. This body of the research presents the research results which is intended to understand the reason to the decline of the Ethiopian private, regional and federal television channels credibility and presence of HMP.

This part of the discussion begins by presenting an overview of the study findings and then explanations on the sample characteristics. This is followed by a presentation of the findings that reflect the reasons for the decline in the credibility and presence of HMP in the Ethiopian commercial, regional and national television channels. Through this, a deeper understanding and explanations of research participants' reasons for the decline in the credibility and presence of HMP in the Ethiopian commercial, regional and national television channels were achieved. The next part of the study explains the categories emerged to form the core category and the new substantive theory. Throughout the whole body of this research part, explanatory phrases and words from the research participants own interviews are combined into the text; also, very important quotes from the interviewees are incorporated in the various sections to ground meaning to the findings.

4.5.5.1 Core Category

This section is structured on the previous section to explain the core category from the analysis and findings of the data. The analysis intended to explore the audiences' reasons for the decline of the Ethiopian commercial, regional and national television channels credibility and presence of HMP. Based on the quantitative data collected previously regarding the credibility of the Ethiopian commercial, regional and national television channels, it is found to be appropriate to conduct a qualitative data collection using grounded theory to find out the reason for the decline in credibility. The participants view of the reasons for the decline in credibility and presence of HMP in the Ethiopian commercial, regional and national television channels were contributory in understanding and making sense of exactly the reasons for the loss of

credibility and presence of HMP of the mentioned television channels. The core category developed naturally towards the end of the selective coding process. The continuous comparison and clustering categories supported the development of the following core category: Cadre-Oriented Media (CORM).

The Cadre-Oriented Media (CORM)

According to this study, cadres are a group and collection of trained and qualified people who are well informed in forming, training, or leading a certain institution and organizations, as a political faction or religious and as skilled workers. The categories like polarization, conflict, biasness, unfairness and not having diversified journalists was the end result of the cadre-oriented media in Ethiopia according to the data collected from the participants. However, most of the informants explained that the categories mentioned are also caused because of lack of work discipline and skill of journalists. But most importantly, participants believe and argued that the cadre-oriented media as the major cause for the above categories and issues to emerge in the country. Cadre oriented media as perceived by the participants is the reason for the decline in the credibility of Ethiopian commercial, regional and national television channels. According to the participants view the weight or repetition of the terms of biasness and unfairness in addition to being not having ethnically diversified journalists in the regional states' television channels found to be caused from the local cadres' domination of the media for their personal and group interest. From the study findings, biasness and unfairness was found to be a key impacting force and it can be seen as forming the main balance beam on the weighing scales. The absence of cadre or politicians' domination on the media might contribute to the presence of unbiasedness and fairness in the television channels. The impact or degree of the role and domination that the politicians put on the media determine the level of polarization, biasness, unfairness and lack of ethnically diversified. Categories that emerged are the implications for the domination and full control of the media by political cadres who belong to different personal interest.

4.5.5.2 Categories

Unfairness, biasness, polarization, conflict and not having ethnically diversified journalists and were the main categories that emerged from the data. Biasness and unfairness can be viewed as forming the two weighing plates on the scales. Unfairness and biasness are able to intensify the impact of the political cadres on the television channels mentioned. The next section will expand on the categories: unfairness, biasness, polarization, conflict and not having ethnically

diversified journalists and how these featured in the analysis and as experienced by the participants. The explanations on each category demonstrates how they are grounded in the findings.

1. The Presence of Unfairness

Unfairness is the lack and absence of accuracy and truth in reporting, and slant a news story so an audiences draw the reporters' and the channel's anticipated conclusion. It mostly happens when news coverage often represented the voices of those only on both extremes of the spectrum. The presence of unfairness in the Ethiopian private, regional and federal television channels was one of the categories which formulated the core category of the study. The presence of unfairness was the consequences that came out because of the domination of political cadres in the Ethiopian private, regional and federal states television channels. A media dominated and controlled by a collection of politicians could influence the state of fairness in media organizations. There was a close interplay between the cadres' control of the media and unfairness in their explanation. One of the key unfairness subcategories that emerged was lack of freedom. The informants in their interview mentioned what the government politicians are doing to control the media in their interest. For instance, the informants mentioned the detaining of journalists and closing of media organizations. This explanation was in regard to: what had happened to the media and journalists, what is going on currently, and how is it seen and perceived with regard to the detaining of journalists and closing of the media organizations. For instance, one of the informants from the capital city mentioned that:

“Surprisingly, activists and citizen journalists who are reporting the displacement and killings of millions of people in addition to lack of good governance are detained and sent to jail maltreatment.” (Informant 18; June 27, 2022)

Informants explained that social media as their major source of such news regarding the government actions towards the detaining of journalists and closing of media organization and mentioned that they have a trusted sources of social media channels and sites to get such news.

“I have no trust on the news media outlets setup in Ethiopia especially that of the private, regional and federal states television channels; I prefer to consume news and other information from social media or antagonistic mainstream media found outside the country. Because of lack fairness and balance in the Ethiopian private, regional and

federal states television, I am largely dependent on news sources that does not tell the whole story and which are deceiving or deceptive. However, with some efforts, I am able to get information from known trusted social media outlets which present a complete story” (Informant 13; June 3,2022)

Because of the unfair news stories of the regional television channels while reporting news about other regional states deeds, one of the informants mentioned that he dislikes to watch both OBN and Amhara television channels.

“As I am from Amhara, I really hate to watch news from both OBN and Amhara television channels itself because of the hate news they air. I couldn’t see fairness in the news of Amhara, OBN, EBC, Walta and Fana news channels. They tend to hide the truth and they allow the public not to know the truth and learn from it or correct it. Generally, the mentioned television channels are fabrications of lies and propaganda.” (Informant 1; April 1,2022)

One of the informants explained that he observed that in the combat of racism or ethnic media, the public’s problems like good governance, corruption and law and order are not getting media coverage and attention from the responsible bodies. Additionally, he mentioned that the ruling party can get media coverage any time.

“As we are not part of the governing political party, it isn’t possible for other parties and their members to get media coverage from all the private, regional and federal television channels. But right after we are denied of a media coverage, the governing party officials were able to get a media coverage where a media coverage is not that much important. The government and its politicians have direct control of each and every news media organization especially the television channels in the country and anyone without the government authority are not allowed to use.” (Informant 3; April 4, 2022)

Because of lack of media coverage of the public important issues, most citizens and activists are forced to use social media for uncovering wrong actions and doings of the government officials and the response to such activities the actions by the government were unlawful and unacceptable.

“It is almost common to observe and see the arresting and detaining of citizen journalists and activists for reporting corruption done by government officials and lack of good governance in Addis Ababa. So, the Ethiopian media and journalists are less free than it was in the previous regime. People use the social media to report the problem of good governance and corruption because the regional, private and federal television channels don’t present accurate information. This is the reason why citizen journalists are increasing in the country from time to time. Additionally, anyone who report and write problems of good governance and corruption are always under serious control of government politicians and they might send him to jail.” (Informant 4; April 7, 2022)

Most of the private, regional and federal television channels and other types of media in Ethiopia are blamed for having the same content and indirect control of government officials.

“Hereafter, the television channels contents are very similar. As long as these television channels are pro government and the delegate of the ruling political party, they depend on the sources they think are speaking for the government rather than exposing the whistle of different wrongdoings in different government institutions.” (Informant 14; June 6, 2022)

2. The Presence of Bias

A bias in a news media is that the propensity of news media to report a news in a way that reinforces an opinion, worldview, preference, political philosophy, personal, corporate or financial interests, moral framework, or policy predisposition, instead of reporting in an objective manner (instead of describing the facts). Bias is another category that emerged from the findings which formulated the core category of the study: the cadre-oriented media. The presence of bias was the main consequences of a media which is directed by cadre-oriented approach. The Ethiopian private, regional and federal television channels have almost similar audiences, they tend to be biased to what they report and how they report. There is a strong acceptance and belief by the audiences that bias is common and constant issue in the news reported by the Ethiopian private, regional and federal television channels.

“The journalists from both OBN and Amhara television channels were the part taker in the conflict among the Amhara and Oromia regions. The television channels were reporting what the regional politicians gave them to report. Presently, indeed though

there are a lot of issues in the society like corruption, good governance and security, the news media aren't reporting those important issues. I assumed the practice in the news media organizations had come with a progress and we were waiting a news and program that is different from the former government which voices the speechless but the old ways are still continuing.” (Informant 2; April 3,2022)

According to some audiences, the television channels always use an intricated and complicated collection of techniques that leads journalists and the television channels to organize and report news stories in favor of particular groups or interests. It's obvious that deliberate bias is similar to planned deceitful and censorship, but bias is often elusive and thus somewhat difficult to control. Based on the audiences reply the bias by the Ethiopian private, regional and federal states television channels occurs when the news outlets or reporters passes along assumptions that tend to exaggerate and give emphasis to one point of view or political party.

“In Ethiopia, the news media organizations mostly work as the mouthpieces of the political viewpoints of the ruling government officials besides the local activists narrowed personal politics.” (Informant 18; June 27,2022)

According to informant 3's understanding which was documented on April 4, 2022; as he is one of the proponents and audiences of the “OBN Television Channels” he argues that the regional media coverage is influenced by only the regional governments. In this case it is believed that the federal government is currently not dominating the regional media outlets but it is the regional government and politician originally from the regional states including Addis Ababa who are misleading and mis-managing the media found in those regional states.

“Presently, the regional media are now to function in their own interest and the preliminarily centralized media managing and controlling is not working. But, instead of using the media in-venting the communities' issues, the politicians are using it to fulfill their own particular interest that is securing their political seat in the government wing.” (Informant 4; April 7, 2022)

Additionally, informant 4 added that, it is why the media in those regional states failed to be the mouth and ears of the public and lost credibility. The politicians in those regional states use the media as a weapon to mis lead the public for their own political interest. The other important thing she mentioned is the ruling government is using the media to confuse and

disorganize the people instead of working on law and order. This is especially dangerous in our political dialogues and debate we are expected to have in the country.

“Because of the government politicians direct and indirect control of the television channels most of the news and programs were full of bias and mis information. The biased news media affected the different regional states people daily social, economic and political interaction and living environment.” (Informant 4)

The bias in the television channels is impacting individuals and groups on the collective perception of news and programs. Since the television channels are the public’s major source of political information, related bias has a great effect on the political beliefs and perceptions of the audiences. Moreover, exposure to biased information in Ethiopia is exposing the country into negative societal outcomes, including group polarization, intolerance of disagreement, and political exclusion.

“Extreme politics of individualities undermine mainstream media so people believe their indispensable data of what they read, hear and watch on social and other media outlets.” (Informant 9; April 20,2022)

Informant 9 added that following the audiences shift to the alternative media outlets, they started to undermine mainstream media so people only trust their alternative facts instead and that is why the current regional television channels lost credibility among the people. The dominations from regional government officials in Amhara and Oromia regional states on their television channels, the news stories are always biased and hateful. Even though, the television channels found in different parts of Ethiopians’ regional states are free from the federal government centralized control, still the government officials in those regional states are using the television channels in their favor. The public believes that the regional states including the federal and private television channels are not trustworthy and believable.

“Most government officials believe that if the conflict among peoples of different regional states continues, they will be able to secure their political seat and continue to be benefited. But, if the people of different regional states of Ethiopia live in peace and harmony, the people will be able to question their power and contribution to the people and that is why the politicians found in different regional states use the media in a

manipulated and biased manner to safeguard their interest.” (Informant 11; April 23,2022)

Informant 11’s explanation based on his observation that the Ethiopian people generally don’t trust the regional television channels enough, because the channels lack of truthfulness and malfunction.

“The television channels and other media organizations in Ethiopia don’t try to report news on social issues, events and playing a watch dog role for the citizens. But the decline in credibility is not specific to the Ethiopians regional television channels and also the federal television channels are biased in their reporting.” (Informant 11)

Informants in their explanations have mentioned that the public trust in the media has declined after the two years of Prime minister Dr. Abiy Ahmed took power. Informant 10 added that nowadays, the television channels are marked and known to report news stories in a biased mode, highly affecting the beliefs of news audiences. According to informants, the mentioned and other Ethiopian private, regional and federal television channels is enormously biased in favor of the governing officials, the news reports that they present not only be inaccurate, have also the power in persuading audiences into blindly accepting government decisions and agendas.

“This television channels have increasingly become more biased and have been gradually become to lose their credibility because of its inability to report the news in a non-bias manner. This has taken us down into the regional states’ television channels level where you routinely have “reporters” going on camera to report news stories that reflect their personal bias or the bias of their superiors like political officials.” (Informant 14; June 6,2022)

She also underlined the television channels being full of extreme bias which has a form of propaganda and misinformation and which led the people into conflict and war. Surprisingly, all informants of the study believe that the television channels are biased, and the majority of these individuals consider the direction of bias to be against the Ethiopian citizens viewpoints.

“I hate to view the Ethiopian regional television channels specially those of the Amhara and Oromia. In the last two years, I have observed that the two were misleading us by reporting biased news and releasing propaganda.” (Informant 13)

Subsequently informant 14 explained that the mentioned private, regional and federal television channels have sources they trust because of speaking the good deeds of the government and at the same time they also ignore sources that blow whistles of different wrong doings. In nutshell, all the private, federal and regional television channels lack credibility as they lack to entertain a variety of sources in their reporting.

“And yes, all the private, regional and federal states television channels can be and often are bias based on the political leanings of the politicians and regional governors.”
(Informant 15; June 7, 2022)

Additionally, informant 15 sometimes intend to believe and argue that the journalist’s inability and lack of professionalism in differentiating facts from biased reports in addition to the regional’s political leader’s domination on journalists.

3. Cause of Polarization

The television channels according to the respondents were found to be the major causes of polarization. Polarization is the extent to which partisans’ medias view each other as a disliked out-group to each other. The views of the respondents show that it is the rising political polarization that is contributing to the fragmentation of news media and the spread of misinformation on the mentioned television channels. More generally, the polarized manner of reporting can be unfair representation of people or groups in a country, which can lead to negative stereotypes, conflict and poor treatment of a certain public in a country.

“The current regional aggression and violence within the regional television channels have proven that the feeling of isolation among consumers of the two regional state and one capital city has increased.” (Informant 1)

Informant 1 denoted OBN and Amhara television channels as the major media organizations in the country for not reporting truthful news stories and working on television programs that strengthen the commonality the two regional states have. But the two regional states television channels were focusing only on the points and issues where the two regional states people diverge. She mentioned the regional television channels hateful news reports as the major reason for the killings and displacement of Amharans from the Oromia regional state.

“So, the regional television channels and other media types like even the radio in this regard take an agenda from politicians that could apart groups of ethnicities from each

other and create conflict and displacement instead of being a means of bringing peoples into one citizenship and common understanding.” (Informant 2)

The Ethiopian private, regional and federal television channels are not credible among the viewers of any person living in any of those regional states specially in Oromia, Amhara and Addis Ababa.

“The Ethiopian commercial, regional and national television channels are biased in their reporting and instead of voicing the voiceless and being the mouth and ears of the people, they always deliver a polarized news that apart citizens and led to conflict. We are told that Fana and Walta are the commercial television channels which are working on the interest of the public but that is a big lie and their news and programs are full of party focused or government propaganda.” (Informant 5; April 9,2022)

The highly polarized media environment in the Ethiopian commercial, regional and national television channels have contributed a lot in creating and building antagonism between different ethnic groups, generate political deadlock and confusion in the country.

“The regional states media land scape is built always in mis judging and reporting news content against the political, social and economic status of other regional states.” (Informant 6; April 14,2022)

The informant continued and explained that the Amhara and OBN television channels as the major agenda creator that led the two regional states people into conflict and chaos. Additionally, the political parties, groups and elites found in those regional states are known to use the television channels to push their narrative the inform other ethnic groups are the major reason to their overall development and a danger to the unity and continuation of the country following tensions around the shape of the state, leading to a highly polarized political environment. These were taking specially among the Oromia and Amhara, also between the Tigray and Amhara peoples regional states.

“This has led to confusion and distrust among the people of different regional states of Ethiopia. For instance, during a conflict between the Amhara and Tigre ethnic groups, the job of the mentioned television channels was reporting the heroic deeds of the Amhara fano and, special force and to the reverse the loose and damage of the Tigrayans.” (Informant 8; April 19,2022)

According to informant 12 a data recorded in June 2,2022 explained that how he was surprised by the two television channels (Amhara and Oromia) who were effective in their propaganda and biased news reporting in addition to how they were misused and guided by politicians who exploited their shortcomings in the spread of hate speech, misleading news, and provocation to violence.

“It is a concerning issue in our country regarding how some political actors practice and publish hate speech in the regional media outlets, false narratives, and misleading advice on mass media platforms. This has shown me that the media including politicians do not have concern for the wellbeing of the public.” (Informant 12)

4. Being Triggers of Conflict

In the world the media organizations found in many countries are more involved and active participants in a conflict situation in one way or the other. According to the informants the television channels are used to spread false information or rumors, propaganda and can create tension between different ethnicities, religious institutions, opposing parties and other stakeholders in the conflict. Informant 1 mentioned that the spread of misinformation and propaganda made Ethiopia a fertile land of a long-lasting internal conflict, war and political instability. Informants also mentioned that during the conflict and war among different regional states of Ethiopia; the private, regional and federal states television channels were used as a tool to gain power over public’s attention. In this regard he has mentioned the conflict between the Amhara and Tigre forces. He added that the television channels were using manipulated videos and images were the major trends the different conflicting parties were using to encourage the people go to war and fight with each other.

“Especially, OBN and Amhara television channels were the major player in intensifying and creating conflict among the two regional states community.” (Informant 1)

In the middle of the war, the mentioned television channels and supporters of the government were also misleading the people by spreading military victories (breaking) news.

“The media organizations in those regional states and the country as a whole don’t have concern for the wellbeing of the community rather, they are always concerned for bringing a political agenda that lead groups of different ethnicities into war and conflict

because the conflicts are means of income for most of journalists and means of safeguarding their political seat for politicians.” (Informant 6)

Informant 10 from one of the study areas explained that; the influence of political polarization, growing media distrust, and the rise in biased and subjective news reports is putting pressure on both the Ethiopian mainstream and alternative media outlets. The role of those mentioned television channels (Fana, EBC, Walta, AMC, OBN and Addis Tv) was greatest in intensifying the war and conflict took over in the country among different groups.

“The Ethiopian commercial, national and regional states television channels are not credible because, the television channels are rich with misinformation which has contributed to the increasement of heighten political cynicism, misperceptions, and further exacerbate growing polarization and conflict among the Oromia and Amhara people in addition to the Tigray. Additionally, the regional television channels were the major role player in the conflict among different ethnic groups.” (Informant 12)

The informants in their interview mentioned that absence of neutrality and impartiality in most Ethiopian media organizations during the war and conflicts in the country. Because of the lack of independent media, citizens were dependent on disruptive narratives or propaganda. They added that the Ethiopian commercial, regional and national television channels as the major role taker in spreading of false information or rumors and creating tension between people living in the different sides of the country and were using the media specially the television channels available in their regional states as an ideological weapon. According to the informants the media in Ethiopia especially the Ethiopian commercial, regional and national television channels (Fana, EBC, Walta, OBN, Addis Tv and AMC) within these five years were found to be irresponsible and unprofessional in providing people with information and news which was inaccurate, unbalanced, and irrelevant to audiences.

“After the newly assigned transitional government prime minister ‘Dr. Abiy Ahmed’ took power, we hoped that the media would be free and able to exercise professionally but, after a short period of the transition, the government started to arrest journalists and stopped the media from voicing the communities’ questions and critics regarding good governance, the issue peace and security, inflation and corruption.” (Informant 2)

The people who were living in the regional states where there was war and conflict were highly affected by the consequences caused by the spread of misinformation and over distributed propaganda news that is reported and told through the Ethiopian private, regional and federal television channels. The television channels during the war among the Ethiopian government and TPLF was focusing on who was defeating and becoming victorious rather than covering the amount of death and destruction. However, the war among TPLF and the Ethiopian government ended up after the loose of lives and economic damage.

“Because of the biased and unprofessional news report most Ethiopians are left with civil war and thousands have been killed, millions have been forced to displaced from their homes.” (Informant 18)

5. Ethnically Undiversified Journalists

The issue of ethnically undiversified journalists according to the informants is to mean the underrepresentation and misrepresentation of other ethnic groups and minorities in the television channels. So, according to the informants, ethnic diversity has become one of the major challenges for the Ethiopian commercial, regional and national television channels. Most of the respondents replied that in Ethiopia diversity is not sufficiently reflected in the media both in content and number of professionally employed journalists. According to informant 17 who were one of the participants in this study mentioned that lack of ethnic diversity in the Ethiopian private, regional and federal television channels is one of the major problems. Most of the informants believe that the ethnic diversity the Ethiopian population has is not reflected in each and every private, regional and federal television channels found in the country. They mentioned that the television channels found in the regional and federal city are away from reality in representing most ethnic branches of the Ethiopian people.

“It is impossible to listen and watch accurate news reporting from a certain regional media about the overall situations of the country and that is why we couldn’t hear and watch a news which is trustworthy and accurate.” (Informant 17; June 15,2022)

Additionally, informant 17 explained that the lack of presence of diversity in each and every Ethiopian commercial, regional and national television channels as the major reasons for a monumental decline on the quality of journalism and because of such reasons specially in the

regional media organizations most of the news reports have a narrower range and perspectives in their content.

“How come media organizations which are only occupied by one or two ethnic group could report about other ethnic issues. When you get into the mentioned Ethiopian commercial, regional and national television channels it is like apartheid. They are instantly categorized by the language they speak, culture they reflect and their name. So, I prefer not to attend the television channels available in the country”. (Informant 12)

The news outputs the television channels develop are inaccurate and does not reflect the diverse society it serves and report about. In gathering this content, the ethnically not diversified journalists of the Ethiopian television channels are contributing to an intensified war and conflict among each and every ethnic groups found in the country.

“Despite massive growth in the Ethiopian media industry, lack of quality and diversified journalists in the regional television channels with regard to content and experts from different ethnicities, created a big gap between the real lives of people in the country and the most important issues they face.” (Informant 15)

Informant 15 added that as it is unthinkable to expect the Ethiopian television channels for a news and programs that is well-researched story which represents different voices. Practically, most of the news content of each regional states television channels only report good things about their regional state or things they should benefit from the federal government but represent the other ethnic group and regional states as evil and enemy to their development. According to the informants from the three study areas shows that the Ethiopian television channels are widely criticized for not representing the diversity of the country they speak to and the people they report on.

“For instance, when you see the Amhara, OBN and other regional television channels, it is very rare to find journalists who belong to different ethnicities rather than their regional ethnicities.” (Informant 16)

Additionally, informant 18 explained that while at times these television channels host and broadcast news content reaching different demographics, they predominantly frame their narratives and programs in ways that serve their respective ethnicities instead of being

balanced in their content. Because of the lack of diversity in people created a diversity in stories. This included the story of the land they occupy, the story of their neighbors' ethnicities and regional states, even the story of the country.

“But, when you see our country’s journalists and media organization during a conflict, they always try to show their support to their society and ethnic groups where they came from in their news reporting instead of reporting what exactly happened.”
(Informant 8)

The journalists might be from different ethnic and religious backgrounds, all journalists should be more than capable of objectively reporting stories that explore perspectives different from their own. However, a lack of knowledge or unconscious biases it is leading most journalists to produce culturally insensitive reporting.

“Most of the Ethiopian regional television channels have contributed to the ethnic polarization in the country rather than act as a unifying reason and means.” (Informant 17)

Most of the informants couldn't agree more regarding the old manner of the Ethiopian media management were they always want to set agenda for the public instead of keeping the interest of the public or bringing the public's agenda into the media. Concerns about the lack of diversity within the Ethiopian private, regional and federal television channels were initially identified as the major strategy structured and deliberately done by the government politicians. Especially in the regional television channels, most of the interviewed informants have expressed the government politicians as the major hindrance to ethnically diversified journalists in different television channels found in the regional states.

“I think it is the politicians who are forcing and telling the journalists what to report and not to. The biased reporting and the influence of politicians on the television channels and journalists have further eroded trust in political and government institutions. Even though the media in Ethiopia looks better than the previous governments but it isn't rather it is getting worse than ever. The media and journalism sector development in Ethiopia is still hampered by various political and economic issues specially the political aspect takes the lead in over controlling and systematically censoring news and programs. We are observing that the governing bodies for the sake of politics are

practicing censorship practically by stopping an accurate news being read and presented because it is against their political interest.” (Informant 7)

4.5.6 Substantive Theory

According to the research data, the television channels in Ethiopia are found to be unable to satisfy their viewers. In most of the informants’ explanations, it is common to find that both government and commercial televisions channels are all associated to the regional and federal ruling party politicians and the media contents are more focused on the ruling government agenda. As a result, they rarely watch their audiences’ interests. In any ways, credibility could be associated with the political environment in which journalists are working in a corrupted governments which do not encourage the principles of fairness, balance and impartiality taking their political interests aside.

The Ethiopian regional, commercial and national television channels have lost credibility through their out and out bias, false reporting or just generally pushing their own agendas rather than just reporting news events without favoring one side or the other. The case of the continuing and intensification of armed conflict in Ethiopia since 2020 shows the impact of regional television channels biased news reporting. Against this backdrop, the regional television channels are highly susceptible to the influence of their own dominant regional groups, and outlets inevitably reflect their own ethnic cleavages of the regional state in which they are operating. Recent experiences have shown that the overpoliticization of ethnicity through their biased television and other media outlets led to discord, sectarianism, and civil war. These disorders have taken a heavy toll on the lives of millions in Ethiopia. As local news sources credibility deteriorated; a large proportion of Ethiopians are receiving their news and other information from social media or antagonistic mainstream media.



Figure 5: The Pictorial Concepts of the Ethiopian commercial, Regional and National Television Channels

The research study has led to the emergence of a new substantive grounded theory: the cadre-oriented media. The substantive theory was developed within a specific settings and context on the reason for the decline in the credibility of the Ethiopian commercial, regional and national television channels. The theory was developed by undertaking theoretical coding. To further and work on the development of the theory, the techniques of theoretical sampling, theoretical saturation and theoretical coding were applied. Theoretical codes comprised of the following: polarization, unfairness, biasness, cause of conflict and lack of ethnically diversified journalists. The codes theorized and explained how the theoretical concepts related to each other, thereby giving the theory its overall current structure. The above pictorial concept also shows how the categories found in the informants are hindering and dominating the Ethiopian commercial, regional and national television channels. The study's classical grounded theory approach enabled the emergence of the substantive theory permitting it to be presented and framed as an integrated conceptual explanation. This new theory is important to explain the overall audiences' perceptions on practice of media in Ethiopia. It is significant because it advances the prospect to influence and explain the reason for the decline in the credibility of the Ethiopian private, regional and federal states television channels.

After the introduction of the new substantive grounded theory that emerged from the collected data; the following part discuss the theory comparing and supporting with the current literature, theoretical frameworks and models.

4.5.7 Discussion

This chapter discusses the new substantive theory which emerged from the research data, creating new knowledge in explaining the credibility of the Ethiopian commercial, regional and national television channels. It was the core category found to be the emerged theory. The research objective and question are conceptualized in the new substantive theory. The theory emerged through data analysis and explanations on the perceptions of the reason for the decline in the Ethiopian commercial, regional and national television channels credibility.

The chapter begin by introducing the substantive theory and the theoretical codes that made and built the emergent theory from the analysis; then the theory will also be criticized by comparing it with current literature, theoretical frameworks and models. Finally, the chapter goes to discuss the limitations and strengths of the study; followed by the suggestions for the selected and other Ethiopian media outlets and the opportunities for future research. Literature was searched using the newly emerged theory and by a combination of search terms including, cadre-oriented media, polarization, the domination and overcontrol of media by government bodies, media being cause of conflict and ethnically undiversified media houses and others.

Theory and Current Literature

After the substantive theory of Cadre-Oriented Media (COM) developed adequately to stand on its own feet, the literature in the related areas were reviewed to contrast and compare the findings of this study with the knowledge base of other findings and theories. Even at this stage, however, the attitude of a GT researcher is to review research and theories as notions and not as truths and to compare other concepts and ideas with the concepts of the theory developed. The new substantive theory that developed conceptualizes the cadre-oriented media approach as a reason for the decline in the credibility of the Ethiopian commercial, regional and national television channels. Not surprisingly, because of the cadre-oriented or led media approach different categories were emerged as a consequence, such as polarization, being cause of conflict, biasness, unfairness and lack of ethnically diversified journalists.

This study contends that the Ethiopian commercial, regional and national television channels remain the major reason through which regional and ethnic conflicts are mostly encouraged and intensified in the course of the conflict. Several parts of Ethiopia have been plagued with communal conflict, particularly land and political positions related conflicts in the past two and three years. Some of these conflicts easily attract the attention of the whole country's media.

Informants have noticed how the Ethiopian private, regional and federal television channels exacerbate the war and conflict in the country among different groups of ethnicities. In Ethiopia the regional television channels are blamed for being the main cause for the war and conflict in the country specially that of OBN and AMC television channels. The media has a great impact in contributing to conflict by inciting violence, failing to highlight emerging conflicts, delaying to report conflicts, journalists taking part in killings, highlighting hate speech during conflicts, downplaying genocide during conflicts, acting irresponsibly, and deliberately creating misrepresentations in reporting (Wairagu,2003; Heiber,2001; Spurk,2002 & Howard,2003) In this regard the Ethiopian regional television channels have contributed a lot in the ethnic polarization among various ethnic groups and regional states. According to the informants, the two regional states television channels (OBN&AMC) were focusing only on the points and issues where the two regional states people diverge and because of the channels hateful news reports many were killed and displaced various places of the country. So, in this regard, the media played well in many ethnic conflicts and wars that ever took place in history and through its reportage (Kurtis,2018). Because of the media portrayals of ethnicism in a conflicting position through the television channels, the ethnic conflict in the country tend to look like a natural phenomenon.

The absorbing discourse in Africa regarding the journalists' leanings to turn themselves to the ethnic amplifications and reporting conflicts is because of the society's high ethnic diversity (Masselos,1994). The media currently take a great place in the community's representation of politics by modifying the agenda on the political discourse and through contributing their interest preferences in political disagreements (Bennett & Entman,2001; Iyengar & Reeves,1997). Even though, the extensive societal conflicts in Africa have often caused because of deep poverty, illiteracy, and lack of good governance undermined by unfavorable terms of trade, indebtedness and administrative failures (Zartman,1995). Additionally, such societies and common people have no voice during conflicts and other problems in the local media they have rather the government politicians, elitist and securitized versions get a domination and full control of the mainstream media discourse, mostly at the expense of more peaceful and civilized perspectives (Hussain,2014; Ross,2006).

Indeed, bias in the media organizations is often encouraged by politicians and political institutions such as governments and political parties that have an intrinsic personal interest in promoting their perspectives to get support and members for the regime (Tworzecki &

Semetko,2012). According to informants, the presence of unfairness in the Ethiopian private, regional and federal television channels was the consequences that came out because of the domination of political cadres. Because of the domination in the Ethiopian media by a collection of politicians the state of fairness were influenced and challenged and this implied that there is a close interplay between the cadres' control of the media and unfairness in their explanation. One of the key unfairness subcategories that emerged was lack of freedom. The informants in their interview mentioned what the government politicians are doing to control the media in their interest. For instance, the informants mentioned the detaining of journalists and closing of media organizations. This explanation was in regard to: what had happened to the media and journalists, what is going on currently, and how is it seen and perceived with regard to the detaining of journalists and closing of the media organizations. So, these have reflected that how a dominant media work only for being the mouth of the authorities' opinions and benefits (Chomsky,2012). The informants blamed the television channels for being filled with extreme bias in a form of propaganda and misinformation. Such news reports and information has led the people into conflict and war. Additionally, all informants of the study believe that the television channels are biased, and the majority of these individuals consider the direction of bias to be against the Ethiopian citizens viewpoints. These and other issues imply that the over cumulative impact of biased coverage are fueled and continuing with the hatred over a long period of time (Buric,2000; Sadkovich,1998).

In different countries of the regulations and greatest disagreements regarding media are within the democratic and nondemocratic political systems (Mughan and Gunther,2000). For instance, Putin's "strong interest for institutional strategies to control society and politics according to the authoritarian press systems, "any groups of communication and media should assist and develop the government politics in power to enable the government attain its objectives" (Pravda,2005; Siebert et al.1956). The authoritarian press systems are based on a philosophical view of a society as developing man rather than man developing society (1956). So, the Russian government put economic pressure on media companies and give specific instructions to media organizations on what to publish and not, stops reporters, adopt tactics that lead journalists to self-censor, or even employ emotive language mechanisms in state-run media (Lipman and McFaul,2010; Becker,2004; Belin,2002; Pleshakova,2014). Also, the media system in Ethiopia is dominated and controlled by the state broadcast media, staffed by political cadres, the contents of the media are produced based on the interest and advantages the ruling governments (Birhanu,2013). The country is well known with closely monitoring

and taking repressive measures in addition to banning a report regarding political dissent on independent and private news companies and their journalists (Birhanu and O'Donnell,2012). Similarly, the Russian media is tightly controlled by the government and loyal to the authorities (Dunn,2014; Toepfl,2014) and because of the killings of 22 journalists in the period from 2000 – 2009 and domination of the media by the state (Reporters Without Borders 2010), since 2012 the media were found to be pro-governmental media and more inclined to one-sided public discussion arena (Dzialoshinskii,2015). The media and journalism profession in Ethiopia has lost its value and dignity and stopped to develop in the 21st century (Birhanu,2013), the reason is specially goes to the political structure overloaded by the country's continues leadership of the authoritarian government which is state- controlled media and suppression of journalists working under their own initiatives (Human Rights Watch,2015; Skjerdal,2009,2011,2012).

The participants explained that the highly polarized media environment in the Ethiopian commercial, regional and national television channels have contributed a lot in creating and building antagonism between different ethnic groups, generate political deadlock and confusion in the country. Vladimir & Schirch (2007) explained that the television channels which are polarized in the local communities to the point where violence are an acceptable tool for addressing grievances. Because of such and other reasons, the absence of ethnic diversity is one of the major problems in the Ethiopian private, regional and federal television channels. Most of the informants believe that the ethnic diversity the Ethiopian population has is not reflected in each media types found in the country. They think that the television channels found in the regional and federal city are away from reality in representing most ethnic branches of the Ethiopian people. The majority of informants that were interviewed acknowledge that there is a lack of racial/ethnic diversity within each regional television channels. The absence of ethnically diversified journalists in the Ethiopian regional television channels ultimately helped the leaders to show how committed they are to serve their ethnic groups. This made perhaps an easy way for politicians in motivating and mobilizing the ethnic group they belong to. It is quite similar to the idea of Sotiropoulou (2002) who conducted research on the former Yugoslavia media. The scholar mentioned that “ethnicity played an important role in the issue, as the political elites took advantage of the representative power that ethnicity has to offer and used it as a tool for pursuing territorial, political, and economic objectives (Sotiropoulou, 2002). From the informants understanding and explanations, they believe that it is impossible to expect accurate news reporting from the regional television

channels about the overall situations of the country. From the overall analysis of the study, one can see a clear interest of political elites of each ethnic group in Ethiopia tend to use their ethnicity as an instrument to further strengthen their power and meet their interest. Because of such and other reasons on the lack of media coverage of the public important issues, most citizens and activists are forced to use social media for uncovering wrong actions and doings of the government officials and towards such activities the actions of the government were unlawful and unacceptable. Because of the Ethiopian government domination and control of the mainstream media in the country, due to their acceptance, flexibility and quick dissemination and sharing of information, YouTube and Facebook have appeared to be the key media for news and information on major events in the country and around the world (Mangold and Faulds 2009; Yoedtadi & Pribadi,2020).

In addition to the positive impact of social media, it has been abused for ethnic hatred; a usage that has heightened ethnic tensions, and sometimes has exposed to plunge countries into ethnic conflict and war especially Kenya and the rest of them and is far catching up with institutions such as government and media (Ndonye,2014). Because of such reasons, the spread of misinformation and propaganda made Ethiopia a fertile land of a long-lasting internal conflict, war and political instability. During the conflict and war among different regional states of Ethiopia the commercial, regional and national television channels were used as a tool to gain power over public's attention. In this regard, using manipulated videos and images were the major trends the different conflicting parties were using to encourage the people go to war and fight with each other. So, in Ethiopia the last four and five years the media changed fundamentally from a passive conveyor of messages to a major political actor. Especially the commercial, regional and national television channels have contributed a lot in intensifying the war and conflict among different ethnic groups in addition to the federal government and TPLF war).

It is obvious that the political consequence of some conflicts and wars have impact on the response of the most powerful governments and this in turn affects the media's coverage of conflict (Puddephatt,2006). Similarly, the theory of video malaise (Cappella & Jamieson,1997; Mutz & Reeves,2005) recommends that the negativity news contents of media, along with the coverage of politics as horse race, generate disparagement and 'malaise' that decrease trust in political institutions. Even though the television channels are expected to be independent watchdogs which are able to control and watch those in power (Martin,2008), numerous

reasons can prevent them from behaving this way (Norris,2011). One of the major reasons according to several scholars is the news media for being the instrument to the authority (Donohue et al.,1995). Most studies in the area explained that the larger and more controlled and dominated media empires become, the more concerned politicians are to maintain good relations with owners and senior executives and editors (Davis,2002). But in most cases the owners' contribution in this case are through indirect means such as by appointing like-minded editors, emphasizing on a particular business approach, or manipulating the journalistic ethos of a news organization that then impacts on the processes of news production (Barnett,2012). This politicians fear of the media is because of scared of their careers being wrecked and lives ruined by negative publicity along with their parties' chances of being re-elected (Davis,2002). Because of such reasons, the Ethiopian private, regional and federal states television channels tend to favor the topics and interpretations proposed by government officials and to neglect alternative voices (Bennett,1990; Bennett et al.,2007), thereby supporting only the ruling party and its politicians (Soloski,1989).

In countries where the ties between government and media are close in the form of state subsidy to the media, or simply through the relationships between political elites and media owners, the media always work for the interest and the bidding of elites and government (Schiffrin,2017). Even though journalists have autonomy to issue, they also have a responsibility to report the correct and complete truth on issues of the community interest, and to report self-reliantly without fear or favor of the others (Ward,2008). The bias in the television channels is impacting individuals and groups on the collective perception of news and programs. Since the television channels are the public's major source of political information, related bias has a great effect on the political beliefs and perceptions of the audiences. Moreover, exposure to biased information in Ethiopia is exposing the country into negative societal outcomes, including group polarization, intolerance of disagreement, and political exclusion. The first, and most historically dominant, form of media capture is capture by the state media outlets. In 2003, 71 percent of African countries had fully state monopoly control of television networks (Djankov et al.,2003). Consistent with cross-country evidence (Djankov et al.,2003), bias is usually common and greater in state-owned media. The state ownership and dominations systems, especially in countries where there are weak supporting institutions, tend to produce a wide variety of undesirable consequences, including not only biased media organizations, but also lower political, economic and social outcomes (Djankov et al.,2002). According to the informants, most of the Ethiopian private, regional and federal television channels are very

poor with regard to having diversity in terms of content and journalists from different ethnicities found in the country. Journalism has changed and directed its self to a deferent degree of social exclusivity than any other profession' (Milburn et al., 2016). The informants have explained that because of the absence of ethnically diversified journalists specially in the state-owned television channels, they are always unable to trust the news and listen news that only intend to intensify conflict within different ethnicities. It is researched and evident that the media in Africa are full of biases and have strong relationships with the political parties, ideologies and has ethnic base in their establishment in addition to regional and cultural affiliation (Nyamnjuh, 2010). According to different scholars the ethnically affiliated media organization developed and expanded after the 2018 reform, were found to be the reason and major cause of conflict and war among different societies (Dessie et al., 2022; Melkamu, 2020). Even though the critical normative perspective advices and directs the news media to give a representative picture of all people within society (Malik, 2014; McQuail, 2010), the informants in way or the other mentioned that the Ethiopian regional television channels are failed to reflect the diversified structures we have in our societies and rather were focusing on fueling misrepresentations of "others".

The issues presented in this study explained the consequences of a cadre-oriented media approach. The substantive theory proposes that, if the media organizations are directly and indirectly controlled by government bodies, politicians and other groups, it contributes for the emergence of issues like polarizations, biasness, unfairness, cause of conflict and lack of ethnically diversified journalists. The concept of polarizations, biasness, unfairness, conflict and in the mentioned television channels emerged to formulate the core category or theory: cadre-oriented media.

4.5.8 Limitations of the Study

This particular study had limitations. The first limitation is limited sample size from the three places of the study area in addition to very specified places. The major intention of GT is to continue the data collection and sampling until theoretical saturation is achieved. According to this approach, sample size of twelve is found to be satisfactory when exploring individuals' experiences in a relatively homogenous sample (Guest et al, 2006). Following nineteen informants interviewed and transcribed, compared and analyzed a decision was made major categories appeared to be in-depth. The study was able to reach at a theoretical saturation because of the increasing repetition, decreasing heterogeneity, and the explanatory power of the developing theory.

The other is that time and budget have contributed a lot on data inadequacy. The other limitation was time. Because of limited time and budget for the study, it was difficult to find and contact more informants. The shortage of budget also limited the study areas even though the areas are purposively chosen based on strong reasons. Additionally, the informant's unwillingness for the interview was one of the major reasons because of the sensitive nature of the topic. But we were able to get their willingness through open discussion and by informing them that the data they provide with will be used only for the purpose of research study. The last limitation was the researcher's bias. Even though the researcher holds a degree of expertise in the study area, he was able to contact his research supervisor and other professors to read and see if a biasness is included in the transcribed interviews. The researcher was more importantly able to prevent his own bias through theoretical sensitivity and reflexivity. This study was conducted to find out the reasons for the decline in the credibility of the Ethiopian commercial, regional and national television channels.

4.5.9 Summary

This part of the study discussed the newly emerged substantive theory from the collected data, coming up with the reasons for the decline in the credibility of the Ethiopian commercial, regional and national television channels. This body of the study started from the theoretical coding and explaining the substantive theory and then discussing and criticized it with current literature and theoretical frameworks. Finally, the chapter discussed the limitations research.

4.5.10 Conclusion

The study strongly depended on the informants view to come up with the core category and substantive theory. According to the study, the existence of cadre-oriented media approach was the major reason for the emergence of polarization, conflict, biasness, unfairness and lack of ethnically diversified journalists in the Ethiopian commercial, regional and national television channels. In Ethiopia in addition to the purposively selected television channels, other media outlets are experiencing a significant in their credibility. So, it would be great if more research could be conducted to find out the more additional audiences' reasons for the loss in the credibility of other Ethiopian commercial, national and regional media organizations. From the regional states: the Amhara TV, OBN TV and Addis TV; and from the federal state and private: ETV, Fana and Wlata were respectively the selected for this study. The informants view mentioned the government and other politicians' domination and control of the media as the major reason the emergence of issues like polarization, conflict, biasness, unfairness and lack of diversified journalists in the different Ethiopian commercial, regional and national television channels.

The implication and explanation of this study are very important for the current leading government, media organizations, journalists, policy designers and researchers. Even though the country is a complicated internal conflict and war among different ethnicities and regional states acknowledging such obstacles would minimize and stop other dangers that may come to the country. Also, the implications and explanations of this study might be a good lesson for the responsible government officials in looking the status of the media sector and the public's view to take some fruitful actions in the development of the media and democracy in the country. The participants warned the government that it would be very dangerous for the fate of this country if a work is done to develop a media organization free from their own influence and other politicians. The implication and explanations of this study might also be used as an input and guide for further study the area.

CHAPTER FIVE DISCUSSION

This chapter deals with discussing the results of the study with the available literature. The major drive of this investigation was to explain the credibility and presence of hostile media phenomenon (HMP) in the Ethiopian commercial, regional and national television channels. The discussion is preceded by the credibility of the Ethiopian commercial, regional and national television channels, the presence of hostile media phenomenon (HMP) and then followed by the reason to the audience credibility and HMP rationalization behind their level of judgment.

5.1 The Credibility of the Ethiopian Commercial, Regional and National Television Channels

The discussion on the credibility of Ethiopian commercial, regional and national television channels has three basic theoretical dimensions supported by literature and they are; medium, message, and source (Metzger et al.,2003; Eysenbach,2008). It is essential to assess and discuss the audiences' perceived credibility of the Ethiopian commercial, regional and national television channels along the three distinct dimensions: (1) source credibility (i.e., the perceived credibility of journalists); (2) message credibility (i.e., the perceived credibility of the news (information); and (3) medium credibility (i.e., the perceived credibility the media organizations).

5.1.1 Medium Credibility of the Ethiopian Private, Regional and Federal States Television Channels

Medium credibility is one of the three types of media credibility studies and according to Bucy (2003) media credibility is the news medium's trustworthiness and several studies have included medium characteristics as one of the factors in their studies (Cook,2013; Bucy & Newhagen,2004). The findings of this study indicated that the difference within the demographic variables showed significant difference and similar perception regarding the medium credibility of Addis Tv, Amhara Tv and OBN. While the extent of credibility and distrust in the television channels may have recently reached "an extraordinary magnitude" (Dahlgren,2018). This imply that the Ethiopian television channels are encountering a decline in the credibility and trust which shows possibly serious "danger to the development of democratic politics and social peaceful social co-existence" (Lee & Hosam,2020). The quantitative and qualitative results with regard to the private, regional and federal Ethiopian

television channels show that people are losing faith in the fairness of those television channels (Patterson,2019; Pew Research Center,2018).

The audiences have differences in their perception of the three Ethiopian regional television channels credibility as a medium and Amhara Tv found to be the least credible in-terms of medium credibility. It's clear that the television channels are suffering a decline in credibility, with industry and academic constantly showing a rising cynicism of the news reports accuracy, fairness and trustworthiness of news stories (Kaye & Johnson,2000; Flanagin & Metzger,2000; Pew,2007; Oyejedi, 2008). Even though the news media are viewed as a watchdog that supervises the day-to-day practices of government officials for the wellbeing of the citizens, and in addition to as a mediator among the citizens and politicians (Dyck & Zingales,2002; Serrin & Serrin,2002), but the result from the qualitative finding showed that the Ethiopian commercial, regional and national television channels skeptic from being and act as watchdog for the public in need. According to the informants, the television channels in Ethiopia don't try and work to report news on social issues, events and playing a watch dog role for the citizens and rather all of the commercial, regional and national television channels can be and often are bias based on the political leanings of the politicians and regional governors. Omenugha and Oji (2008) explained that the requirement of social responsibility of the press has been turned upside down. The media by so doing is deemed irresponsible and working against the interest of the Ethiopian people. Consequently, what applies is nothing but a distortion of social responsibility (Omenugha & Oji,2008). Beside this the quantitative result showed a significant difference in medium credibility among the private, federal and regional television channels and the mean rank show that the federal television channels are more credible than the regional television channels in their medium credibility. Nevertheless, advocates of social responsibility perspectives also maintained that if the press is unable to deliver a "representations of a certain groups in a public" and "full coverages to the day's activities" the news media's will face loose in their credibility (Ward,2008), formerly governments can interfere and take actions based on law and regulations (Peterson,1956).

Even though scholars have focused on media research related with concept of media credibility (Kohring & Matthes,2007) and the causes behind the failure in the credibility of the news media (Cappella & Jamieson,1997), some researchers have attentively given attention on the causes of the decline in media credibility (Carr et al.,2014; Tsfati & Cappella,2003). This study was able to come up with the consequences of a decline in media credibility such as

polarization, unfairness, biasedness, lack of ethnically undiversified journalists and being trigger to conflict. In this regard most of the news media which are state-controlled have mostly been criticized and blamed of not performing to what is expected from them (Nwanyanwu,2009). Most informants were mentioning the government politicians direct and indirect control of the television channels in addition to the news and programs biasness. They have raised that it is because of the Ethiopian commercial, regional and national television channels biasness that the people living in the different regional states were left with the crisis in social, economic and political aspects. The biasness can be the result of collusion between news sources and political factions (Prat,2015).

The basis of the need for a news media which are under the ownership of the government and control by politicians conferring to Rodman (2006) is that the news media is established to provide support and give mouth to the ruling government. Therefore, people who perceive the Ethiopian commercial, regional and national television channels as credible tend to consume more news. On the other hand, skeptics of the mentioned television channels because of their credibility issues incline to follow-up fewer traditional news media and access more social and other media news as a part of their “information need” (Carr et al.,2014; Jakob,2010; Tsfati,2010; Tsfati & Cappella,2003). The informants explained that they prefer to get news and other information from social media or antagonistic mainstream media. Because of lack and decline of credibility in the Ethiopian commercial, regional and national televisions, they are increasingly reliant on information sources that are incomplete and may be misleading or deceptive. But with some efforts they were able to get their news from trusted social media outlets The availability of social media, to some extent, challenged the unidirectional and hierarchical style of news media and most of the people are also engaged in journalistic practices (Goode,2009; Kenix,2008). So, the newly arrived journalism which is handled by various citizens in all over the world countries with their personal (user-generated) contents are playing a part to the advancement of what has been called the “the 5th Estate,” in addition to the main stream media “the 4th Estate” (Dutton & Eynon,2009).

5.1.2 Journalists Credibility of the Ethiopian Commercial, Regional and National Television Channels

Journalists can engage in biased reporting both to respond to demand for biased news and to accommodate the political views of their owners (Gentzkow et al.,2015). Also, the findings on the Ethiopian commercial, regional and national television channels indicated that there is a significant difference and similar perception regarding the journalists' credibility of Addis Tv, Amhara Tv and OBN. The result across some demographic variables showed similarity in their perceived credibility of the Ethiopian commercial, regional and national television channels but, the rest demographic variables showed that there is significant difference in their perceived credibility. The data from the informants through interview showed explained the journalists from both OBN and Amhara Tv as the major role taker in the conflict among the Amhara and Oromia regional states people and they report what the regional government politicians gave them to report. Additionally, they have mentioned that even though there are a lot of issues in the community like corruption, good governance and security, the journalists are not willing to voice those important issues in the public. According to Tsfati (2003) explained that the reverse of the trust in media is media distrust, related to “the assumption that the news media and journalists are unfair or not objective in their news reports regarding the society and that they do not mostly report the overall events”.

The quantitative finding among the commercial, national and regional television channels show that the commercial and national television channels are more credible than the regional television channels both in news and medium credibility. But the data from the qualitative finding show that the journalists found in all the Ethiopian commercial, regional and national television channels are less free than it was in the previous regime. Rather the informants mentioned that the inclination of the people to use the social media to report the problem of good governance and corruption because the lack of accuracy and fairness in the Ethiopian regional, commercial and national television channels. This is the reason why citizen journalists are increasing in the country from time to time. The credibility of journalists has impact in the believability of the message, which in turn influences the perception of the public towards the message presented (Nye,2008). The result also indicates, anyone who report and write problems of good governance and corruption are always left with serious control of government politicians and jail. Even though the social responsibility theory on the journalist responsibility includes the respecting and promotion of universal principles of human rights, democracy, justice, fairness, peace and international understanding (Oloruntola,2007), the

Ethiopian commercial, regional and national television channels journalists are against. Some put the guilt for the decline in audience perceived credibility of media on politicians and government officials, who increasingly fully dominate the media (Domke, Watts, Shah, & Fan,1999). Nevertheless, while professional and citizen journalists influence each other, studies in the area has also found a big differences in the news and messages they produce and report (Carpenter,2010) and their effect on the public (Carr et al.,2014; Kaufhold, Valenzuela, & Gil de Zúñiga,2010). Other scholars have also indicated that the public perceives the roles of both professional and citizen journalists as different (Nah & Chung,2012). Informants have mentioned that even though they are increasingly dependent on information sources that are incomplete and misleading or deceptive, but with some efforts they were able to get their news from their own social media outlets which they think is credible. The reason that people may become more interested in one news outlet over another is that of the credibility of the journalists (Hermida et al.,2012; Maier,2010) The credibility of the source affects the acceptability of the message (Cook,2013). The more expert and trustworthy the source is, the more persuasive the message is (Miller & Wanta,1996). and the less credible the source is, the less persuasive the message is (Greenberg & Miller,1966). This is because of the trust positioned by the public in journalists, who are anticipated to put away their political stance and report fair news stories in accordance with the ethics of “objectivity,” “fairness,” and “clear separation of information and personal view” (Farnsworth & Lichter,2007).

5.1.3 News Credibility of the Ethiopian Commercial, Regional and National Television Channels

The survey revealed that citizens have lower levels of trust in the Ethiopian commercial, regional and national television channels. Additionally, the finding from the quantitative part show that among the three federal and regional television channels indicated that the commercial and national television channels are more credible than the regional television channels both in news credibility. According to the informants, this is to mean that the regional television channels news inclined to be more unfair and biased in their news content while reporting news about other regional states. A news report is perceived ‘credible’ when participants trust the content because it tells the whole story without bias and fairly (Vraga et al.,2012). Also, the perceived credibility of a particular news story can be included into and affect perceptions of the media at large (Perloff,1989; Rouner et al.,1999). According to the data, the informants have witnessed the increase of inaccurate and biased reporting in the past few years in the Ethiopian commercial, regional and national television channels.

Other related research also indicated that the favorability and strength of audiences' perceived credibility of a news media outlet affect their perceptions of the credibility of news reports from that outlet (Meyer,2004; Oyedeji,2007). Even though biases in the news media may be obvious (Entman,2007), a rising body of studies in the area proposes that the degree to which news report is objectively biased is not that much significant than individual perceptions of news media neutrality (Matthes,2011). The qualitative data shows that the informants explained the commercial, regional and national television channels news content for being not concerned for the wellbeing of the community rather, they are always concerned for bringing a political agenda that lead groups of different ethnicities into war and conflict. Some scholars argue that individuals perceive information bias based on the journalists (Baum & Gussin,2008; Turner,2007); others to the other sides argue that the content itself is more important in citizens' evaluations of biased information (Clayton et al.,2019).

According to informants, the Ethiopian commercial, regional and national television channels have increasingly become more bias and has been gradually lost their credibility because of its inability to report the news in a non-bias manner. A deeper examination by the Pew Research Center explained this distrust to be entrenched in perceived conflicts of interest with the powerful, perceived media bias, political or otherwise and perceived carelessness in reporting and dealing with the public (Pew People-Press,2013). Others suggest that the decline in the perceived credibility of the Ethiopian commercial, regional and national television channels are related to the news media's haughtiness and detachment from people daily lives (Merritt, 1998; Rosen, 1998). Whereas still others contend that the media's ideological bias as a major reason for the decline in media credibility (Bagdikian,1997; Goldberg,2001). As the media market has increasingly become controlled by few people and partisan, citizens are often led to their preferred news outlets where they find information that is consistent with their political beliefs and stand (Stroud,2010; Iyengar et al., 2009; Knobloch-Westerwick et al.,2009; Guess,2021; Nelson et al.,2017; Wojcieszak et al.,2009).

5.2 The Presence of Hostile Media Phenomenon in the Ethiopian Commercial, Regional and National Television Channels

Media coverage in Ethiopia starting from 2019 can be described as unfair, unbalanced, partial and underlined for encouraging the turbulence and conflict which has erupted in various parts of the country (Skjerdal and Moges,2020). The media environment in Ethiopia is as polarized as never before (Abbink,2021). The statistical data indicates that the audiences from the three study areas (Amhara and Oromia regional states and Addis Ababa city) considered the regional states television channels as the main contributors to hostility in the country. According to Skjerdal and Moges (2020), the media organizations including the television channels in various parts of the country were the major and key role players in encouraging and advancing the disturbance and conflict among different regional states and, ethnic and religious groups. The quantitative finding indicated that the regional television channels are more hostile than the federal television channels. This implies that the Ethiopian regional television channels contribution to the hostile media phenomenon is more than the commercial and national television channels.

Research into the HMP developed around this idea of biased processing, looking specifically at how people respond to news coverage of controversial issues. The HMP in the media organizations has led the Ethiopians and the news media landscape to become more partisan, so too has the political landscape and surprisingly, very little attention has been given to the rising polarization and partisanship in the government political structures (Galvin,2013; Harbridge,2015; Newman & Siegle,2010). If HMP is available because partisans contrarily categorize news reports as hostile to their beliefs (Gunther and Liebhart,2006; Schmitt et al.,2004) and people who are vulnerable to HMP perceive news reports as unfair and inaccurate (Schmitt et al.,2004), this closely related with social judgment theorists' understanding about acceptance versus rejection of a news report (Eveland and Shah, 2003; Gunther and Schmitt,2004). According to the informants it is the regional television channels in each and every regional states that are taking a role in creating an agenda that apart groups of ethnicities from each other and create conflict and displacement instead of being a means of bringing peoples into one citizenship and common understanding. Other research studies indicate that citizens in different countries are also becoming more ideologically polarized, exhibiting greater partisan hostility and in humanity (Miller & Conover,2015; Pew Research Center,2014). Studies in this research strain have found that partisans tend to have greater perceptions of media bias than moderates (Gunther & Schmitt,2004). In this regard, HMP

appears to be especially robust in response to media reports about political and social conflicts such as the Middle East conflict (Perloff,1989; Giner-Sorolla and Chaiken,1994) and the war in Bosnia (Matheson and Dursun,2001). Journalists, especially one that is widely known for its political stand and activities are likely to contribute to the self-categorization progression as it can initiate partisan identity salient depending on existing beliefs about the bias media has (Arpan & Raney,2003; Coe et al.,2008; Reid,2012). Consistent with the self-categorization theory, an individual who identifies with a partisan position may have this identity become salient to them through the presentation of political news content (Reid,2012). Because of the increase in the diversification of the television channels market, the indication accessible tells that news media audiences are more fragmented and polarized than ever, the trust audiences have on the media have already declined, and that news consumers tend to seek outlets that they believe share their political attitudes and worldview (Tsfati & Capella,2003; Stalder,2009; Pew Center,2009).

The findings of this study support that perceptions of hostility may be one constituent of a more general interpretation of perceived media credibility and the views of news reports hostility and credibility were indistinguishable among this audiences (Fico et al.,2004). The relationships between the Ethiopian commercial, regional and national television channels credibility and presence of hostile media phenomenon showed a negative or inverse relationship between the them. This shows that when one of the credibility variable increases, the hostile media phenomenon variable also decreases and inversely when one variable decreases another variable also increase. For them, a perception of a declined and diminished credibility is results of losing audiences, societal influence, and legitimacy (Jakob,2010). The increasing fragmentation of news audiences could be read as disconcerting. This trend could potentially lead to a more polarized, less politically tolerant electorate (Stroud & Lee,2008). Meanwhile the perception of media bias can often lead to severe actions among strong partisans (Hansen & Kim,2011). Politicians who perceive the media to be biased and hostile are not interested to directly engage journalists and more likely to perceive that the media fail to inform the people and are more inclined to emphasize conflicts to garner public attention and news coverage (Matthes et al.,2019). When the public perceived media bias in a certain media organization, the attitude changes are mainly reflected in: a decrease in media credibility evaluation will happen, and lead people to worried about public opinion (minority group alienation). Tsfati & Cohen (2005) found that this is due to hostility to the media, people's evaluation of media credibility declined.

A group identification involving hatred such as political ideology and partisanship can lead to both in-group favoritism and out-group derogation and is often used as a signal to evaluate media content (Brian et al., 2019). When group identity is made salient, partisans tend to notice balance news stories to be unfair against their side (Reid,2012). Reid (2012) proposed a self-classification theory (Turner et al.,1987), he believes that self-categorization based on social identity is the source of hostile media perception and several studies find that hostile media phenomenon are highest among people who are more strongly dedicated to their ingroup (Ariyanto et al.,2007; Matheson & Dursun,2001). For instance, informants from all the three places were explaining the absence of ethnically diversified journalists in each and every regional, commercial and national television channels. They mentioned that because of such and other reasons it is not possible to expect a balanced and fair news report from the different television channels about other regional states and the diversified ethnicities in the country. In this regard, Choi, Yang, and Chan (2009) using the social judgment theory argued that the hostile media perception is motivated by ego-involvement. Of course, there is several indications that social identity salience is related with increases in the influence of ingroup defining attitudes, ingroup favoritism, and self-stereotyping (Hornsey,2008). That is, the stronger an individual's own group identification, the more likely that he or she perceives mediated information to be biased against his or her own side (Choi et al., 2009; Gunther et al.,2009). In this regard, if partisans, who are growing more polarized in their positions, are prone to hostile media perception, which creates the impression media messages are biased against them, then actual media content might bear little weight on perceptions of media (Hall & Phillips,2010). Then, the HMP have brought severe undesirable consequences in Ethiopia such as increased polarization of extreme groups or even alienation from democratic processes, the killings of several people and loss of confidence in conventional politics (Gunther,2008).

The informants mentioned that the Ethiopian politicians relying on conflict and theatre in order to catch the attention of the public rather than presenting their arguments to the news media in a thoughtful manner. Conflict and drama are what the news media wants and they are the important news stories that open the chances of news media to attract more audiences (Aalberg & Strömbäck,2011; Strömbäck & Dimitrova,2006). So, the audiences' perceptions of hostile media bias can develop the spirits of anger between different societies, serving as a bridge for the public criticism of the media as unfair (Hwang et al.,2008). These perceptions of biased treatment in the news media have a great impact in decreasing trust in democracy

(Perloff,2015) and increases and motivates partisans to use violent forms of confrontation (Tsfati & Cohen,2005).

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

This chapter is composed of brief conclusions of the whole study. Also, recommendations are given. The first part is on the summary followed by conclusions of the research while the third part is on the possible recommendations developed based on the study findings.

6.1 CONCLUSION

In this study, an effort has been made to explicate and assess the perceived credibility and presence of HMP in the Ethiopian commercial regional and national television channels. To pile up and support the findings of this study with some pertinent theoretical frameworks; the social responsibility theory, social judgment theory and self-categorization theory were used. Additionally, some more related literatures which fundamentally focused on the HMP and credibility of medium, journalists and news reports of media organizations were reviewed for the purpose developing the study. To find answers for the research questions of this study, explanatory sequential mixed method design was applied. The quantitative data collection approach was followed by qualitative method of data collection and in this regard the method was suitable in finding reasons for the quantified data. The two data gathering instruments used in this study were questionnaire and interview. While the questionnaire was used to obtain data from participants selected through snowball and convince sampling, the interview was conducted with the 18 participants selected using snowball sampling. Related with this, the quantitative data gathered with the questionnaire were analyzed using the SPSS descriptive statistics that included the non-parametric tests. Here, the overall significance difference and mean ranks results were also checked out. On the other hand, the data collected via the in-depth interview were analyzed using the classical Glaserian Grounded Theory (CGGT) approach.

The quantitative result indicated that there is a significant difference among the participants perceived credibility and presence of HMP of the Ethiopian commercial, regional and national television channels. The result on the participants' regional television channels showed that they have a significant difference on their perceived credibility and presence of HMP in their own regional television channels. To find out the participants perception difference among the different variables tests like Mann Whitney, Kruskal Wallis tests and Friedman ANOVA were applied. So, gender, age, employment and marital status have significant effect on journalists' credibility by using the null hypothesis and found that there is no difference between the two

gender types, age groups, marital and employment statuses for journalism credibility because p-value is greater than level of significance. This implies the mentioned groups have similar positive perception towards the credibility of Addis Tv journalists. But, the test across educational back ground indicates that there is a significant difference because p value is less the level of significance 0.05. With regard to Addis Tv news credibility, the result indicated that the three demographic variables (age, employment status and marital status) have similar perception towards the credibility of Addis Tv News. But, the difference within gender (Male and Female) and educational background is significant, because the p value is less than 0.05. So, this result signifies that the audiences have difference in their perception of Addis Tv news.

The result with the Amhara Tv showed that gender, marital status and employment status groups signifies similar perception across the variables on the credibility of Amhara Tv journalists and medium. But the result related with age and educational level showed significant difference, because the p value is less than the level of significance which is 0.05. With regard to news credibility, the result showed no significant difference within gender, age, employment status, marital status is regarding the credibility of Amhara Tv news. But, the result within educational level showed significant difference in their perception regarding the credibility of Amhara Tv news. The last regional television channels are OBN and the result implies that the audiences across their demographic variable showed no difference in their perception of the OBN Tv journalists' and news credibility. So, the result with regard to demographic groups signifies similar perception on the credibility of OBN Tv news and journalists. But, the result with regard to the medium credibility of OBN indicated that marital status has significant difference on the perception of OBN Tv medium credibility because the p value is less than the level of significance which is 0.05. The whole participants perceived credibility on the three regional television channels were analyzed and the Null hypothesis of Friedman ANOVA test showed that there is no significant difference between Addis, OBN and Amhara Tv. So based on the p value which is 0.00 less than level of significance 0.05, we reject the null hypothesis so we concluded that there is a significant difference in the credibility of journalists and news between Addis Tv, OBN and Amhara television channels at 5% level of significance. To find out which television channels journalists and news are more credible than the other one we have used their mean ranks result. So, the mean ranks result showed that the Amhara Tv journalists found to be more credible than OBN Tv and Addis Tv journalists. Beside this Addis Tv journalists found to be more credible than OBN Tv journalists. But with regard to news credibility, the OBN Tv News found to be more credible than Amhara Tv and

Addis Tv News. Also, Addis Tv News is more credible than Amhara Tv News. The result with the medium credibility also showed that there is a significant difference between the three regional television channels OBN Tv, Amhara Tv and Addis Tv at 5% level of significance. Additionally, mean rank was compared to find out which television channel is more credible than the other one. As a medium the mean ranks result showed that OBN Tv is found to be more credible than Amhara Tv. Whereas Addis Tv also found to be more credible than OBN Tv and Amhara Tv. From the above result, Amhara Tv is found to be the least credible media in-terms of medium credibility.

Additionally, the overall audiences' credibility ratings of the commercial, national and regional television channels were also compared to find out which one is more credible than the other one. So, we have presented in which credibility type (Journalists, News, Medium) do the television channels have significant difference. There is an absence of significant difference in the credibility of journalists among the commercial, national and regional television channels because the p value is greater than the level of significance. This implies that the audiences have similar view regarding the credibility of journalists among the commercial, national and regional television channels. But there is a significant difference in the credibility of news and medium among the three federal and regional television channels because the p value is less than the level of significance which is 0.05.

Generally, the mean ranks result showed that the commercial and national television channels are more credible than the regional television channels both in news and medium credibility. This shows that the audiences trust the federal television channels than the regional television channels. The result on the hostile media phenomenon (HMP) showed that there is a significant difference in hostility between the commercial, national and regional television channels because the p value is less than the level of significance 0.05. Also, the mean ranks finding indicated that the regional television channels found to be more hostile than the commercial and national television channels. This implies that the Ethiopian regional television channels contribution to the hostile media phenomenon is more than the federal television channels.

The qualitative data showed and magnified that the regional television channels found to be the major source of polarization, conflict, biasness, unfairness and absence of ethnically diversified professional journalists. The informants mentioned that even though the commercial and national television channels are credible compared with the regional television channels, the

commercial and national television channels (Fana, Walta and ETV) are functioning as the mouthpiece of the government and politicians. They mentioned the reason for the consequences of polarization, conflict, biasness, unfairness and absence of ethnically diversified professional journalists because of the existence of cadre-oriented media.

6.2 RECOMMENDATIONS

The outcomes of this research brightly show the decline of credibility and presence of HMP in the Ethiopian commercial, regional and national television channels. Even though, the quantitative data showed that the commercial and national television channels intend to be more credible than the regional, but in the qualitative data the informants explicated that all the commercial, regional and national television channels are not credible. Additionally, the regional television channels found to be the major contributor to the increment of HMP.

It is obvious that a media without the appreciation and acceptance of the audiences found to be worthless. In order to solve the decline in the credibility and limit the HMP effect in the Ethiopian commercial, regional and national television channels the following recommendations are forwarded.

- 1- The first recommendation is that the government and media organizations should prepare and organize a media literacy education on how a media function and the contribution the media organizations have in the public could increase their perceived credibility and decrease the HMP by teaching and informing the audiences that the exposure to a variety of views and even those with divergent to their own community is very important and significant for a proper functioning of democracy.
- 2- The other is preparing a short media literacy training video and pictures which can be available on social media and television channels may have a role in limiting the perceptions of hostility and boost perceptions of credibility.
- 3- The television channels should try to understand the interests and preferences of the people and play a watch dog role for the public as a whole.
- 4- The television channels should make sure to have ethnically and professionally diversified journalists to entertain the presence of diverse and different views, is the base upon which resilient media houses are built.
- 5- The government should work its best to establish media organizations which are free from the control of its own politicians and live the sector for professionals to work freely and manage it. This could stop politicians to direct and indirect intervention, direction and control of the media.
- 6- The television channels should make sure that they have a high-quality content in terms of being fair, unbiased and accurate in their news report and other programs.

- 7- The television channels should try to prepare and encourage media evaluation research for the betterment of their media organization. This could help them minimize reports that increase HMP among people of different backgrounds.
- 8- The government in collaboration with other stakeholders should prepare an active policy for an equal treatment and representation of ethnic, cultural and religious minorities within and beyond the sphere of media representation and employment.
- 9- The media organization should work on the societal integration and cohesion, by presenting and reflecting diversity, and giving the chance and voice to those groups with the passion and appreciation to diversity to enhance and strengthen peace and tolerance within the society.
- 10- Finally, it is recommended and necessary that future research be devoted to include the whole regional states found in the country in addition to the credibility and presence of hostile media phenomenon in other types of media outlets like radio, newspaper, social media and personal communication.

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Abstract

The detaining, arresting and holding of journalists for more than half a year without formal charges in addition to the war and conflict in Ethiopia between different ethnicities and regional states motivated these authors to explore rising issues of perceptions of media credibility in Ethiopia. The main focus of this study was to assess the audiences' perceived credibility of the Ethiopian federal, regional and private television channels. The participants of this study were people living in two regional states and one capital city of Ethiopia (i.e. Amhara, Oromia and Addis Ababa). A total of 600 participants were chosen from the three places included in the survey, using snowball and convenience sampling techniques. The data were collected through the survey and analysed using non parametric statistics (Mann Whitney U Test, Wilcoxon Signed Rank Test, Kruskal Wallis Test and Wilcoxon Rank Sum Test) using SPSS version 26. Results indicated that the federal and private television channels enjoy more news and medium credibility than the regional television channels. However, the audiences' perception of the credibility of journalists from the television channels of the federal, private and regional states showed no statistically significant difference. The results of the study suggest that the television organizations, journalists and policy designers need to work harder to bring credibility to the regional states television channels in addition to ensuring credibility to the federal and private television channels.

Keywords

audiences, credibility, Ethiopian regional state television channels, federal state television channels, perception, private television channels

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Introduction

Credibility is one of the key predictors for certain interpersonal and mediated interaction outcomes such as attitude change and trust (Jin and Yongjun, 2010). Persuasion of an audience is more difficult if journalists fail to establish credibility (Hovland et al., 1959). If a journalist is perceived to be an expert or to be trustworthy, the message conveyed by the communicator is credible (Jin and Yongjun, 2010). From an industry perspective, understanding what makes a newscaster credible would help to provide an advantage over the competition. For newscasters, a perception of diminished credibility results in losing audiences, societal influence and legitimacy (Jakob, 2010). The role of media in democracy is to give citizens information they need to make decisions on matters ranging from policy issues to consumer goods and the effects of audiences' perceptions of news media credibility are extremely important in today's climate of increasing political and ideological polarization (Oyedeji, 2010). However, the audience perception of media credibility has been dropping since the 1970s (Pew Research Centre, 2007). In fact, the news media are suffering a credibility crisis, with academics and industry consistently showing a growing scepticism about the fairness, accuracy and trustworthiness of media reports (Flanagin and Metzger, 2000; Oyedeji, 2008; Pew Research Centre, 2007).

Polls suggested that public trust in the media has dramatically declined in the past two decades (Kohut et al., 2012). Research shows that the strength and favourability of audiences' perceptions of a news media outlet affect their perceptions of the credibility of news messages from that outlet (Meyer, 2004; Oyedeji, 2007). Additionally, people seek out the media and content that reinforces their preexisting beliefs rather than media that challenge their beliefs (Klapper, 1960). Most previous studies, however, have mainly focused their attention on the effects of trust in mainstream news media (Bennett et al., 1999; Jakob, 2010; Tsfati, 2010; Tsfati and Cappella, 2003).

Thus, during the 2000 and 2004 US presidential election campaigns, Republican and Democratic partisans tended to avoid mainstream media they perceived as against their political views and explored alternative sources (Pfau et al., 2007). As such, media credibility scholars have moved beyond a US-centric perspective of examining media credibility factors, such as objectivity in Western nations, and have found an increase in the perception of media credibility in countries such as Bangladesh (Andaleeb et al., 2012) based on factors such as religiosity. Also, media outlets associated with the US or outlets considered Western are often not seen as credible in non-Western societies (Nisbet et al., 2004; Zaharna, 2001), and the viewing of Western news media may result in decreased opinions about one's own country (El-Nawawy, 2006). Notably, to Arab audiences, outlets such as Al Jazeera are perceived as more credible than Western sources (Johnson and Fahmy, 2008).

Although the numbers of media companies are increasing, studies on the credibility of mainstream news media in several African countries show that the fairness, accuracy and trustworthiness of media reports is questionable (Adeyanju, 2015; Ezeah and Jonah, 2017). Ethiopia is one of the African countries where there is a rise in the numbers of private, state and federal owned broadcast news media. Yet, even though the number of Ethiopian private and government broadcast media is increasing, different studies

indicate that the audiences' satisfaction with the broadcast media is decreasing (Adamu, 2005; Mengiste, 2017; Mulugeta, 2009; Sebsbie, 2018; Tadesse, 2017). The current Ethiopian media situation is commonly described as a polarized state of affairs between the state media, private and federal media outlets (Aadland and Fackler, 2001; Price et al., 2009). Currently, with the rise in regional mass media agencies, the state media entity has seen different regional outlets nurture their own respective distinct identities in line with the most prominent ethnic group in the region where they are based (Oluka, 2021).

In this regard, it is impossible not to draw parallels between Ethiopia and Rwanda, a country where news media sharply divided along ethnic lines helped transform a political crisis into a genocide that led to the massacre of nearly a million people in the early 1990s. Until the present, the broadcast media in Ethiopia have always been impacted and manipulated by the ruling governments and oriental culture, shifting from authoritarian, communist and developmental to being leader-oriented (Ambelu et al., 2021). Even though there were media developments in the country which emerged with the coming of Prime Minister, Abiy Ahmed, who began by releasing journalists from prison in early 2018, the media still appears to have fallen victim to the changes in freedom (Wahlberg, 2018). During the the Ethiopian People's Revolutionary Democratic Front (EPRDF) the journalists were primarily charged with crimes of 'treason' or as 'conspirators' of the opposition who were accused of 'attempted genocide', 'armed rebellion' and 'outrage against the constitution'. A few journalists were charged with violations of the press law and terrorism (Abbink and Hagmann, 2013). Despite initial optimism for better media freedom, the current ruling party Prosperity continues to detain, arrest and hold journalists for more than half a year without formal charges (Associated Press, 2020; Fick, 2021; VOA, 2022). Additionally, even though journalists are trying to cover a news report, they tend to favour their ethnic groups by blaming others when covering conflict across regions and local population groups, which leads to the intensification and development of polarization among the people of different ethnic groups (Bonde, 2018). For instance, the Ethiopian News Network (ENN) was shut down in July 2018 for allegedly not covering the prime minister's events and actions (Wahlberg, 2018). Some of the television stations were established by diasporas such as the OMN and KMN (Kush Media Network), both of which were formed with a focus on the socio-political issues of the Oromo people following the reform. Also, the LTV television channel has been shut down since July 2020 for political reasons (Fojo Media Institute, 2017). The government television channels, on the other hand, largely praise and promote the government (Zewge, 2010). But it would be interesting to know whether they enjoy credibility or if the regional media perform better in matters of perceptions of trust.

Since Ethiopia experienced political transition or reform in 2018, no study has assessed the credibility of regional and federal television channels, although the subject warrants scholarly investigation considering the media's controversial roles that depart from the canons of journalism (Dessie et al., 2023; Skjerdal and Moges, 2020). Based on the complicated issues regarding the Ethiopian media and journalists, this study aimed to find out the perceived credibility of Ethiopian private, regional and federal television channels.

Research questions

Based on the existing literature on the subject and the empirical gaps identified regarding the credibility of Ethiopian media, the following research questions were formulated:

RQ1: What are the audiences' credibility ratings of the regional television channels?

RQ2: What are the audiences' credibility ratings of the private television channels?

RQ3: What are the audiences' credibility ratings of the federal television channel?

Significance of the study

Media trust mirrors public trust in institutions, inter-communal trust and the health of a democracy in a given country (Lee, 2010). Unless they earn public trust, the media and political institutions cannot do much in terms of effecting change and societal betterment. This study might be primarily important to the Ethiopian and media owners of other countries, social psychology and political science scholars, politicians, policy makers, journalists and researchers. For social science scholars, media credibility and Hostile Media Phenomenon study is interesting because its understanding adds to the knowledge of how members of society react to their immediate social surroundings in the information age. Specifically, this effect has the potential to change people's attitudes towards the media and the media's persuasive power over individual media consumers and public opinion. The perception of media bias affects two fundamental features that characterize the relationship between the public and the media: the public's trust and the media's influence. This perception undermines trust in the media, which, in turn, correlates with a decrease in the media's influence. Tsfaty (2003) found that when people did not trust the media, they tended to reject the notion of public opinion created by the media. By contrast, when people regarded the media as credible, it exerted considerable power over the former's perception of public opinion. People who trusted the media were inclined to 'consistently converge with the media's election predictions'. In addition to this, the result of this study might be important for current politicians in making them understand the impact of politics in media consumption.

The findings of this study might also be used as an input for policy designers. The study may inform the way in which policymakers, journalists and issue advocates try to inform and influence media audiences (Golan et al., 2010). The results of the study might also have an impact on the practice of different Ethiopian regional and federal governments, as well as private broadcast media outlets. Thus, if the differently owned broadcast outlets underwent some changes and improvements, they would achieve better influence on their audiences.

Literature review

Media credibility

The concept of credibility in the context of mass media has various definitions based on different presuppositions. It has been defined as 'believability, trust, perceived reliability',

and many combinations of other concepts (Self, 1996: 421). It has been explained based on the characteristics of the presenter, the group presenting, the medium and the content presented. Credibility has also been defined from the point of view of the recipient of communication and the situation within which the communication took place. Studies of credibility were primarily focused on the believability of the source, the medium, or the message itself. Source credibility studies examined how characteristics of the journalists 'influence the processing of the content' (Kiouisis, 2001: 382). Under this stream of research, the attributes of a source were examined in terms of its impact on the message or content. The message may be processed based on reliability and expertise of the sender/source (Pornpitakpan, 2004). Medium credibility studies, on the other hand, focused more on the channel used to deliver the information rather than on the individual or group sending the message.

Historically, the study of media credibility research began in the 1930s with the development of radio as an alternative news source to newspapers and it intensified in the 1950s with the coming and development of television (Metzger et al., 2003). As a result of scholarly and public interest in the relative media credibility of these media types, scholarly groups began to conduct regular surveys to measure their relative credibility (Self, 1996). Newspapers initially led other media types in media credibility ratings until about 1961, when television took the lead. Television remains the most credible media source in Roper Institute's polls despite academicians' arguments about the medium's inaccuracies and penchant for pandering to the lowest common denominator (Kiouisis, 2001; Metzger et al., 2003). In most cases, audiences seek out a credible information and will pursue the medium as trustworthy if it provides them with the right information which is up-to-date, balanced, objective and in-depth (Ganahl, 1994). Credibility is a very important area of study because it explains and shows the responsible bodies such as government officials, policy designers and politicians to consider how the public's mistrust of the news media severely hinders a state's ability to inform the public (Gaziano, 1988). Additionally, diminishing perception of media credibility will also lead to weakened freedom of the press and underestimate the economic reliability of the media.

Television and credibility

The coming of television seemed to encourage audiences to migrate to and have more trust in the new media technology (Roper, 1985) which led to a new wave of studies of trust in television credibility (Abel and Wirth, 1977; Rimmer and Weaver, 1987). In subsequent years in developing countries where television was new, there was a parallel interest in public trust in television (Andaleeb et al., 2012).

There has been continuing interest in the comparative credibility of the media types with a referential focus on television (Self, 1996). Until television took the lead in being the most credible media type, newspapers took the lead in media credibility ratings. The superiority of television does not stop with its reach but is also owed to the fact that it is accumulating extraordinary credibility (Hofileña, 2004). This is reflected in a study conducted by Hofileña's (2004) study of the pre-election Pulse Asia poll when he found that 67 percent of the respondents considered television to be the most credible source of information and news, as well as the candidates and the campaign. Also, according to the Roper Institute's polls, television remains the most credible media source despite

scholars' arguments regarding the inaccuracies of the medium and its penchant for pandering to the lowest common denominator (Kiousis, 2001; Metzger et al., 2003).

Credibility is sometimes used interchangeably with trust. Some scholars and researchers use both terms in their studies almost interchangeably. For instance, Tsfati and Cappella (2003) measure trust, but depending on media credibility researches. Kohring and Matthes (2007) prefer to apply trust over credibility. The audiences who attend and follow the mainstream media also trust the media more than other types of media (Tsfati and Ariely, 2014). Also, those with low levels of trust tend to choose the non-mainstream news sources, such as websites and social media (Fletcher and Park, 2017). News and media trust are very much connected with political bias and mischief (Lee, 2010). Thus, a declining trust in the media organizations is partly connected to the expansion of partisan news media organizations in some countries, where a greater number of people have come to believe that news is politically biased. Despite the growing number of media research outputs, no previous studies have addressed the credibility status of the Ethiopian media, despite the growing polarization of the media and the credibility consequences of the country's conflict-ridden media ecology, particularly after the post-EPRDF period.

Methodology

Research design

This study employed a quantitative research approach, which aims to enumerate the data numerically and frequently applies some form of statistical analysis to reach a conclusion from the study (Malhotra and Birks, 2007). Thus, a survey was the appropriate research design used in this research to enhance and enable collection of data in a very short period of time. It is also the quickest form – effective, efficient, less costly and an accurate method and process (Zikmund and Babin, 2010).

Sampling size and technique

The data were purposively collected from the 600 Amhara and Oromia regional states and Addis Ababa city audiences of Ethiopian regional, private and federal television channels. The number of study participants was limited to 600 people owing to budget and time limits. Snowball and convenience sampling techniques were applied to collect the data. The selection of these two regional states and the capital city emanates from their influence in Ethiopian politics in the past and present, their substantial population and some evidence of ongoing attempts at political mobilization (Yusuf, 2019). Tigray was the fourth study area but, because of the war with the Ethiopian government, it was ruled out for fieldwork. This study purposively included federal and all regional government media in addition to the private television channels found in the regional and federal cities. These were: Ethiopian television (ETV), regional television channels, i.e. Addis TV from Addis Ababa, Oromia Broadcast Network (OBN) from Oromia, and Amhara Television (ATV) from Amhara. In addition, private television channels Fana television (FBC) and Walta television (WT) were included.

Method of data collection and analysis

The survey questionnaire is one of the most commonly used tools of data collection in the mass communications field. Surveys have been widely used in media credibility studies (Gaziano and McGrath, 1986; Kim and Johnson, 2009). In the present study, the credibility questionnaire was prepared to measure demographics, medium, source and message credibility of the Ethiopian regional, private and federal television channels on a Likert scale. The questions were adopted from previous studies of credibility. The study of credibility was operationalized by an 11-item semantic differential scale based on the scale used by Gaziano and McGrath (1986). Respondents were required to indicate their perceptions of the television channels' credibility according to a five-point Likert scale ranging from (5) strongly agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree.

Results

Research shows that audiences with different demographic and psychographic characteristics assign different levels of credibility to the media in general and to specific media outlets (Gunther, 1992; Lee, 2004; Peng, 2005). Scholars of media credibility have pointed out the important influence of audience-based variables in their assessments of source, message and medium credibility. These include, but are not limited to, variables such as age (Bucy, 2003), income (Ibelema and Powell, 2001), education (Mulder, 1981), gender (Robinson and Kohut, 1988) and race (Beaudoin and Thorson, 2005).

Demographic profile of respondents

With reference to gender (i.e. female = 64.8 and male 35.2%), age (i.e. 18–27 = 21.7%; 28–37 = 25%; 38–47 = 24.5%; 48–57 = 13.7%) and finally 58 and above are 15.2 percent, educational level (i.e. those who accomplished high school are = 26.2%; college diploma = 12.7%; Bachelor Degree = 40%; and Masters = 21.2%), and employment status (i.e. those who are students are = 26.3%; those who are employed working in government and private sectors are = 49.5% and unemployed who do not have job are = 24.2%). Regarding their marital status, 36.7 percent of them are married and the rest 63.3 percent are unmarried. Finally, purposively 600 participants from the three places (Addis Ababa, the federal capital city, Oromia regional state (Adama City) and Amhara regional state (Bahir Dar City) were included.

Audiences' perceived credibility of the Ethiopian regional, private and federal television channels

From the Wilcoxon signed rank test in Table 1, there is a statistically significant difference in perceived credibility of journalists between all the regional, private and federal television channels because the *p* value is below 0.05. The result indicates that the respondents have a different perception of the credibility of journalists of the federal, regional states and private television channels.

Table 1. Audiences' perception of journalists' credibility.

	ETV – OBN	Fana – OBN	Walta – OBN	ETv – AddisTv	Fana – Addis Tv	Walta – AddisTv	ETV – Amha	Fana – Amha	Walta – Amha
Z	-5.115	-2.561	-2.771	-8.646	-.677	-2.970	-4.053	-4.202	-8.021
Asymp. Sig. (2-tailed)	.000	.010	.006	.000	.498	.003	.000	.000	.000

Table 2. Audiences' perception of news credibility.

	ETV – OBN	Walta – OBN	Fana – OBN	ETV – Addis Tv	Walta – Addis Tv	Fana – Addis Tv	ETV – Amha	Walta – Amha	Fana – Amha
Z	-5.810	-2.434	-1.828	-7.099	-5.456	-1.859	-16.133	-2.520	-13.724
Asymp. Sig. (2-tailed)	.000	.015	.068	.000	.000	.063	.000	.000	.000

Table 3. Audiences' perception of medium credibility.

	ETV – OBN	Fana – OBN	Walta – OBN	ETV – Addis	Fana – Addis Tv	Walta – Addis	ETV – Amha	Fana – Amha	Walta – Amha
Z	-8.432	-5.293	-4.314	-2.999	-5.632	-12.214	-7.926	-7.891	-14.745
Asymp. Sig. (2-tailed)	.000	.000	.000	.003	.000	.000	.000	.000	.000

Table 2 shows that there is a statistically significant difference in audiences’ perception of news credibility of the regional, private and federal television channels at a 5 percent level of significance except for private broadcaster Fana TV. The result further indicates that the audiences have differences in their perception of credibility of the federal, regional states and private television channels. But the result also showed that audiences do not significantly differ in their perception of the news credibility of Fana TV, and the other regional states television channels, OBN and Addis TV.

As shown in Table 3, there is a statistically significant difference in perceptions of medium credibility between regional, private and federal television channels at a 5 percent level of significance.

In general, Table 4 regarding audiences’ perception of the credibility of journalists working for the federal, private and regional states television channels indicates that there is no statistically significant difference in perceived credibility among the journalists belonging to the different channels (p value > .05). This implies that the audiences’ perception of the Ethiopian federal, regional state and private television channel journalists’ credibility is not significantly different. But there is significant difference between the regional, private and federal television channels in audiences’ perception of news and medium credibility at a 5 percent level of significance.

Generally, the above Wilcoxon signed ranks result in Table 5 shows that there is significant difference in audiences’ perception of credibility between the regional, private and federal television channels at a 5 percent level of significance. This indicates that audiences have differences in their credibility assessments of the Ethiopian federal, regional states and private television channels.

To further explore the audiences’ perception of which television channel is exactly more credible than the others among the regional, federal state and private television channels, the mean ranks of the federal, regional states and private television channels were compared.

As Table 6 shows, based on the audiences’ perception regarding which television channel is more credible, the mean rank indicates that the federal state and private television channels mean rank of 303.60 and 318.35 is found to be greater than the regional television channels mean rank in their news and medium credibility which is 276.60 and 246.89, respectively. Based on the audiences’ perception, the mean rank test indicates that the federal state and private television channels are more credible than the regional state television channels in their news content and medium credibility.

Table 4. General audiences’ perceived credibility differences in the regional, private and federal television channels.

	Regional TV – private and federal TV journalists’ credibility	Regional TV – private and federal TV news credibility	Regional TV – private and federal TV medium credibility
Z	-.442	-13.721	-10.357
Asymp. Sig. (2-tailed)	.658	.000	.000

Table 5. The significant difference between the private, regional and federal states television channels in general.

Credibility of private, regional and federal television channels	
Z	-12.800
Asymp. Sig. (2-tailed)	.000

Table 6. The mean ranks difference between the private, federal and regional states television channels.

		N	Mean Ranks
News credibility of private, federal and regional states television channels	Negative ranks	113	276.72
	Positive ranks	483	303.60
	Total	600	
Medium credibility of private, federal and regional states television channels	Negative ranks	181	246.89
	Positive ranks	411	318.35
	Total	600	

Discussion

The non-parametric tests revealed that there is a statistically significant difference among the regional, private and federal states television channels in their journalists, news and medium credibility. The comparison of the mean ranks also indicates that the federal state and private television channels (ETV, Fana and Walta) are perceived to be more credible than the regional state television channels (OBN, Amhara and Addis TV). At a more general level, the results agree with those of Seid (2018) and Kebede (2013) who found that Ethiopian audiences thought local media were inadequately credible and that foreign media were more credible. The observed credibility gaps may have consequences. For instance, for the media organizations, a perception of diminished credibility results in losing audiences, societal influence and legitimacy (Jakob, 2010) whereas, from a scholarly perspective, it will potentially lead to a more polarized, less politically tolerant community (Stroud and Lee, 2008), which is why the media landscape in Ethiopia is more polarized than ever before. Widening media credibility gaps can mean media have become problems as institutions rather than being important structures with a positive sociopolitical orientation. The broadcast media are already suspect as being complicit in Ethiopia's mayhem, turbulence and massacres that have erupted in various parts of the country since 2019.

The fragmented state media structure with a growing significance of regional mass media agencies – especially Oromia, Amhara and Tigray – are also highly conscious that they are competing with the federal state media, both with regard to audiences and political narratives (Skjerdal and Moges, 2020). These regional media have also been instrumental in the inter-regional state and inter-communal tensions as well as in challenging the federal government at times. The present findings indicate that audiences in the two regional states and one capital city (Oromia, Amhara and Addis Ababa) perceived that their own and other

regional state television channels, including that of the capital city, were less credible than the federal TV and private television channels. Interestingly, a study conducted by a European Union Delegation, as well as other studies, criticized EBC for being over-dependent on the government and not fairly voicing the views of the public or citizens' concerns and issues as a self-governing media outlet (Kemal, 2013; Kiflu et al., 2023).

In downrating their regional media's trustworthiness, audiences may have noted the absence of balance, fairness and completeness in their regional state media. It is also likely that these basic qualities of good journalism (American Press Institute [API], 2016) may be lacking in the regional media because local politicians follow the propaganda model of journalism as they engage in battles for political survival or in their effort to appear patriotic as they face regional rivals or engage in ethnic rivalry or conflict with neighbouring regional states over resources, including border disputes. Ultimately, audiences may have grown suspicious of local politicians' motives as well as those of the local media that they now consider to be more trustworthy federal media than regional outlets of their constituencies, which may also be blamed on rising authoritarian political populism in the regions (Norris and Inglehart, 2019). Studies show that media credibility is related to credibility of governments (McIntyre and Sobel Cohen, 2021).

There are often public opinion and credibility swings depending on critical events. The situational changes, such as the ethnic conflicts across the country, inflation, the corona virus and the Tigray War would also bring about changes in the credibility perception of the regional television channels. In other words, conditions such as military gains or losses by a region/party may be able to sway credibility across the board. The credibility effects may be exemplified by the image gains made by the US news media following the terrorist attack on the World Trade Center (WTC) and Pentagon (Nacos et al., 2007). However, such positive ratings were short-lived and dropped in the following months (Pew Research Centre for the People & the Press, 2002). As Doherty (2005) explains, one of the major reasons could be the uncertainty of several Americans in the news media's fairness in their reporting. In short, when fair practices are sidelined, media credibility declines.

The same is true for the Ethiopian case. Before 2023, during the ethnic and religious conflict and the civil war in the country, for instance, between the Ethiopian government and TPLF, the media outlets, specially the regional state television channels, were taken to be more credible than the federal television channels. At the time of the armed conflicts, the regional states had declared that the wars were 'popular wars of resistance' and the media were instrumentalized in these 'popular wars' (Blasko, 2010). However, the present study findings show that the regional state television channels are less credible than the federal state television channels. The federal media are considered more credible perhaps because they are not run or managed by a rival region but by the federal government which may be considered to be a more neutral entity. They are also accountable to the Ethiopian Parliament which may mean that they are monitored closely by media boards with a federal multiethnic composition and would be more cautious in their programming and image as the biggest media entity. Audiences may have been impressed with ETV's superior selectivity of topics, facts, accuracy of depictions and its journalistic assessment, which is what constitutes media trust (Kohring and Matthes, 2007). In contrast, peddling disinformation and editorial polarization may have cost the regional broadcasters trust, loss and reputational damage to their journalists and their media structures.

The low level of credibility of regional media suggests that there may be a tension in the political environment due to rival ethnic groups' mistrust of each other or even open conflict, as has been shown in the recent developments in cross-border ethnic attacks and bloody massacres. The narratives of victimhood and the general current of competitive victimhood can imply that ethnic entrepreneurs use more radical media strategies that out-of-state audiences may find threatening to their ethnic group (Marcks and Pawelz, 2022). In the polarized media environment, moderate voices may be suspect and threatened, as a result of which they perceive that holding polarized positions is the answer to political survival, leading to a cycle of inter-ethnic mistrust. The spiral of inter-communal strife and mistrust would mean a further difficulty in any nation building and national consensus on important issues to the Ethiopian federation.

Some scholars and experts ascribe audiences' perceptions of media credibility to changes in management, such as amplified conglomeration of the media industry and the associated merging of media conglomerates in a few hands (Bagdikian, 1997; Hickey, 2003). Others oppose and contend that the loss of public confidence is connected to the news media's haughtiness and detachment from community life (Charity, 1995; Merritt, 1998; Rosen, 1998). Still others claim that the decline in media credibility is a result of the media's political bias (Altschull, 1995; Bagdikian, 1997; Goldberg, 2001). Generally, even though there is a development in the media sector in Ethiopia, variety of content is neglected and ignored as most TV channels lack the capacity and experience, and continue to fear the current preventive legal regime (Fojo Media Institute, 2017).

In addition, even though the news media is regarded as a watchdog that monitors the actions of public officials on behalf of society and serves as a mediator between citizens and politicians (Dyck and Zingales, 2002; Serrin and Serrin, 2002), the monitoring and patrol role of the media cannot succeed if the media themselves have credibility deficits (Hovland et al., 1959). The present findings indicate that the private TV channel Fana enjoys fairly high credibility, which suggests that it has a moderate stance and entertains at least modest criticism of the ruling class by addressing governance problems. The station's credibility ratings agree with those of an earlier study that found the channel a trustworthy broadcaster (Zerai and Alemu, 2018).

The ethnification of media in Ethiopia has led to growing ethnic strife and diminishing intercommunal harmony which is often exacerbated by political media. Media pluralism has meant more challenges to a shared sense of credibility as the media seem to promote sectarian agendas.

Conclusion

This study has shed light on the credibility and current status of the Ethiopians' regional, private and federal television channels among its citizens. In Ethiopia, the mainstream media news organizations have experienced a significant decline in their credibility. For this study, Amhara TV, OBN TV and Addis TV were selected from the regional states, and ETV, Fana and Wlata were selected from the federal state and private channels. The results of the audiences' perceived credibility for the two regional and one capital city channels indicate that the federal state and private television channels are more credible than the regional television channels. This area might need more detailed research to find out the current status of the Ethiopian federal and regional states media with their audiences. The

results are very important for media organizations, journalists, policy designers and researchers. Since Ethiopia is currently in a civil war and conflict between different ethnicities and regional states, ensuring and bringing more credibility to the regional and federal states television channels will contribute to the building of peace and democracy in the country. Also, as the Ethiopian government is currently detaining and arresting journalists and holding them without any charges, the results of this study might be a good lesson for the responsible government officials in looking at the status of the media sector and the public's view in order to persuade them to take some fruitful actions in the development of the media in the country. A key issue here is diversity: the public needs to feel that the media can represent them and voice their many issues fairly and honestly. If the responsible body is not aware and conscious in restoring the credibility of the regional television channels, the making of peace and democracy will remain fragile and become very weak. Even though there is a war and conflict among different ethnicities and regional states, policy designers and responsible bodies of the government may use this and similar studies to make sure the media sector remains professional and impartial. In the future, through additional data collection and analysis methods such as a wider survey, in-depth interviews with the different opinion leaders of the public and document analysis may allow researchers to discover the exact reason behind the current credibility status of the media in Ethiopia.

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10 August 2023

To whom it may concern,

Acceptance of article for publication: Bereket Wolde, *The Presence of Hostile Media Phenomenon in the Ethiopian Private, Federal and Regional Television Channels*

This letter is to confirm that the article detailed below has been accepted for publication in the journal *Global Media and Communication*, of which I am the Managing Editor, published by Sage, London. The article will be published Online First as soon as it has been through the production process and should be available online by October 2023.

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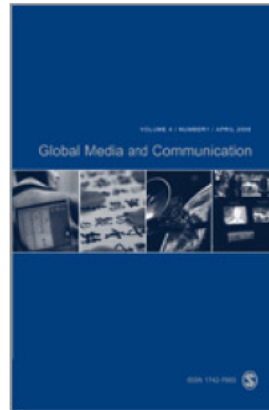
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The Presence of Hostile Media Phenomenon in the Ethiopian Private, Federal and Regional Television Channels

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Abstract:	<p>ABSTRACT Since Ethiopia’s 2018 political transition, sporadic ethnic and political violence and conflict have brought the nation to its knees and exacerbated division among people of different ethno-national groups. The purpose of the present study was to assess the presence of Hostile Media Phenomenon (HMP) among audiences of Ethiopian private, regional state and federal television channels. Survey data were gathered from 600 participants living in Addis Ababa City, Amhara and Oromia regional states purposively chosen based on their historical and political dominance in the country. The study included six different television channels based in the three regions. Oromia Broadcasting Network (OBN), Amhara Media Corporation (AMC), Addis TV, Wlata TV, Fana Broadcasting Corporation (FBC), and Ethiopian Broadcast Corporation (EBC). The results of this study indicate that the role of the regional states television channels in escalating the hostile media phenomenon in addition to motivating the violence and conflict among different regional states and groups of people was very high.</p> <p>Key Words: - Ethiopia, Hostile Media Phenomenon, Perception, Audiences, Private Television Channels. Regional States Television Channels, Federal State Television Channels</p>

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The Presence of Hostile Media Phenomenon in the Ethiopian Private, Federal and Regional Television Channels

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ABSTRACT

Since Ethiopia's 2018 political transition, sporadic ethnic and political violence and conflict have brought the nation to its knees and exacerbated division among people of different ethno-national groups. The purpose of the present study was to assess the presence of Hostile Media Phenomenon (HMP) among audiences of Ethiopian private, regional state and federal television channels. Survey data were gathered from 600 participants living in Addis Ababa City, Amhara and Oromia regional states purposively chosen based on their historical and political dominance in the country. The study included six different television channels based in the three regions. Oromia Broadcasting Network (OBN), Amhara Media Corporation (AMC), Addis TV, Wlata TV, Fana Broadcasting Corporation (FBC), and Ethiopian Broadcast Corporation (EBC). The results of this study indicate that the role of the regional states television channels in escalating the hostile media phenomenon in addition to motivating the violence and conflict among different regional states and groups of people was very high.

Key Words: - Ethiopia, Hostile Media Phenomenon, Perception, Audiences, Private Television Channels, Regional States Television Channels, Federal State Television Channels

1- INTRODUCTION

Hostile-Media-Effect (also known as Hostile-Media-Perception or Hostile-Media-Bias) is the perceptual reaction in mass communication to media reporting on ego-involving collective but potentially divisive issues resulting in both sides of the opinion spectrum feel their side has been cast in bad light (Gunther 2017; Perloff 2015). The perception that that hostile media effect arises among not only highly involved partisans but even in the general population has been empirically supported (Hansen and Kim 2011; Gunther and Christen 2002; Dalton, et al. 1998). The phenomena also occur among audiences in stable democracies as well as conflict-ridden nations, but is more likely to be rampant in multiethnic characterized by intercommoned tension and threat of state collapse. The perceptual phenomenon seems to point to the role of the media as an enabler of division or at least as a mirror of societal polarization.

The proliferation of media choices globally including in less developed parts of the world seems to have led to pronounced dichotomous camps of hostile and friendly media. However, it seems the hostile media effect has received far more attention as a subject of enquiry than the construct of friendly media. While media may pride themselves on their editorial principles that uphold the cardinal principles of balance, fairness and objectivity, partisans of an oppositional ideological or issue camp are unlikely to agree. Hostile media effect suggests that partisans vigilantly overanalyze content originating from a perceived hostile camp and typically find coverage to be unfair to their side, regardless of the objectivity of the particular news or other content as judged by a more neutral party. In more divided communities, the hostile media phenomenon can be more pronounced and, in some cases, there may even be threats against journalists perceived to be hostile and protests may be lodged against media regulatory bodies as Ethiopia's recent conflict would show (Woldearegray, 2022).

Since the pioneering landmark study of Vallone, Ross, and Lepper (1985) on Israeli-Arab perceptual gaps, a number of studies have surfaced that generally empirically supported the presence of the hostile media effect. Research has shown that Republicans in the US are more prone to perceive hostile media bias than Democrats (Lee, 2005; Mutz and Martin, 2001), especially when they discuss politics with like-minded peers (Eveland and Shah, 2003). With regard to this, HMP appears to be especially significant in response to media reports about political and social conflicts such as the Middle East conflict (Vallone, Ross, and Lepper, 1985; Perloff, 1989; Giner-Sorolla and Chaiken, 1994) and the war in Bosnia (Matheson and Dursun, 2001) or a labor strike (Christen, Kannaovakun, Gunther, 2002). Perceptual explanation of media hostility is relevant because it has been linked to highly relevant political attitudes and behavior: decrease of trust in media and political institutions (Hansen and Kim, 2011) ; anger and lowered political efficacy (Tsfati and Cohen, 2005), increased

feelings of isolation (Mutz, 2002), reluctance to express views (Hwang, Pan, and Sun, 2008), and political rallying, by way of activating corrective actions designed to change a perceived hostile status quo (Rojas, 2010). Finding out and studying the audiences' perceptions to of mediated political messages is especially relevant in the current segmented and partisan media environments, where opportunities to self-select, political content have proliferated (Feldman, 2011).

In Ethiopia the media and politics are highly intertwined and most media are inclined to be political, often inviting controversy in the multiethnic media ecosystem. Although, currently the fragmented media environment gives television viewers sufficient opportunities to tune out of television channels with which they disagree as well as the news altogether, oppositional media hostility is unavoidable (Kevin et al., 2012).

Ethiopia is a federal state where there are 11 regional states, also called states that constitute the Ethiopian federation. The country is described as a museum of peoples (Beshir, 1979; Wagaw, 1999) whose population is characterized by a complex pattern of ethnic, linguistic, political and religious groups (Tronvoll, 2000) that have for long lived peacefully. However, since April 2018, ethnic and religious-based conflicts have alarmingly escalated in Oromia, Amhara, Tigray, Addis Ababa and in several parts of the country affecting establishments ranging from universities to religious institutions (Semir, 2019; Michelle N. et al., 2020). Ethiopia has shown a marked boom not only in private media but also in state media which are of two categories viz. Federal state media controlled by the central government and regional state media owned by regional state governments. There are also parastatal media namely Walta and Fana owned formerly by the EPRDF and more recently by its Prosperity Party which replaced EPRDF. Irrespective of the categorization, the Ethiopian media is blamed for playing a pivotal role in the turbulence which has erupted in various parts of the country since 2019 (Skjerdal and Moges, 2020; Woldearegay 2022). The previous stronghold of the Ethiopian federal state media (EPRDF-supportive) has been overtaken by a fragmented state media structure with growing significance of regional state mass media agencies. Most of the regional state media agencies especially Oromia, Amhara and Tigray are also highly conscious that they compete with the federal state media, both with regard to audiences and political narratives. Hence, the media landscape in Ethiopia is as polarized as never before (Wilmot, Tveteraas & Drew, 2021).

In addition, the Ethiopian media uses the approaches of annihilation and othering to frame stories which includes ignoring important aspects of an ethnic or political group that is perceived as an enemy and taking information from another outlet to expose what another ethnic group is doing wrong (Oluka, 2021). The attitudes conveyed have implications for studying HMP across audiences. Therefore, based on the above multiple reasons and facts this study assessed the presence of HMP

among the Ethiopian private, regional and federal state television channels. Thus, the research has specifically provided answers to the following questions: -

RQ1. What is the Audiences' perception of the presence of HMP in the Ethiopian Regional State Television Channels?

RQ2. What is the Audiences' perception of the presence of HMP in the Ethiopian Regional State Television Channels?

RQ3. What is the Audiences' perception of the presence of HMP in the Ethiopian Private Television Channels?

RQ4. What is the Audiences' perception of the presence of HMP among the Ethiopian Private, Regional and Federal States Television Channels?

For Peer Review

2- LITERATURE REVIEW

2.1 Hostile Media Phenomenon (HMP)

Hostile media perception phenomenon was first noticed by Hastorf and Cantril (1954). In their experimental studies, two different groups were investigated: Dartmouth and Princeton. Both sides were asked to watch the film "particularly rough gridiron struggle" at the same time and were asked about their personal views on the film. The results explain that although the two groups watched the same movie, Dartmouth fans saw Princeton's cruel provocation, and Princeton fans saw the continued pattern of Dartmouth's atrocities. The first person to explicitly use the term "hostile media phenomenon" was Vallone, Ross and Lepper (1985). When mass media report controversial issues, presenting both positive and negative arguments on an issue, highly involved partisans tend to perceive identical content as prejudiced because it appears moreover less favorable toward their own standpoint or further favorable toward the opposing side. This phenomenon has been defined as the hostile media effect (Vallone, Ross, & Lepper, 1985). Since Vallone et al. (1985) first discussed the HME in the settings of the Arab-Israeli conflict and the U.S. news coverage about the Beirut massacre, it has been constantly confirmed in a range of other contexts, including elections (Duck, Terry, & Hogg, 1998; Hoge & Glynn, 2010), the Bosnian war (Matheson & Dursun, 2001), Arab citizens living in Israel (Tsfati, 2007), debates about abortion (Giner-Sorolla & Chaiken, 1994), national security laws (Choi, Yang, & Chang, 2009), and genetically modified food (Gunther, Miller, & Liebhart, 2009; Gunther & Schmitt, 2004).

The hostile media effect has very broad and significant consequences. In addition to influencing the formation and perception of foreign policy, contributes to feeling of political and social alienation (Tsfati 2007), perceived negative coverage slant affects perceived public opinion (Gunther and Christen 2002), reinforces a growing cynicism and disaffection from politics (Capella and Hall Jamieson 1997), limits the ability of the news to inform Public opinion (Miller and Krosnick 2000), impacts advocacy behavior (Choi et al. 2011) and alters behavior (Tsfati and Cohen 2005). However, objective, neutral, fair and professional journalists or media claim to (McCarthy, & Dolfma, 2014). have little control how they are perceived. In the post-factual world, it is all in the eye of the beholder. In fact, globally the trend shows that media credibility seems to be on the decline. More particularly, in polarized communities, the credibility problem can be high as there may be contested truths and deeply entrenched rivalries and interests that media will often mirror.

Woldearegay (2022) has shown that in Ethiopia's most recent conflict media was mobilized as a weapon of offense and defense, adding fuel to interethnic conflicts. The media's inflammatory role was reported in other studies in Ethiopia (Skjerdal, & Moges, 2021). that found both journalists and audiences were polarized attitudinally, further exacerbating interethnic hostilities. Irrespective of content attributes, the same media outlet may draw polarized reaction as the most or least trusted.

Not only are ethnic media considered hyper-partisan by the other but hostile to an extreme to a rival collectivity. The psychological distance threatens the viability of a federal set up that assumes that constituent ethnic groups have appreciable levels of a common bond. The mistrust of openly rival media extends to even mainstream federal media which may at times be considered biased in favor of or against a particular ethnic entity within a national setup. The effect of mistrust is considerable because any meaningful national conversation on important issues, or national consensus, trust in democratic processes and institutions hinge upon a reasonable level of collective trust. Despite the overriding importance of hostile media effects, it is intriguing how little research interest it has received in Africa in general and Ethiopia in particular. However, the preponderance of intergroup hostility in Ethiopia makes hostile media affect research an important scholarly, national and regional interest considering the ramifications for state fragility, nation building, peace and development. A review of the literature shows the HMP has not been investigated in the context of the Ethiopian media ecology despite its relevance to the widespread intercommunal and interregional conflicts in the country that have drawn global media attention

3- METHODOLOGY

3.1 Research Design

The study employed a cross sectional research design. Cross sectional research design is descriptive, exploratory and explanatory in nature and the observations are done at one or more point in time (Bethlehem, 1999; Creswell, 2014). The data was gathered through quantitative research approach. The approach involved the collection of data so that information can be quantified and subjected to statistical analysis in order to support or disprove “alternate knowledge claims” (Creswell, 2003, p. 153).

3.2 Sampling Technique

From all the places of Ethiopia; Amhara and Oromia regional states and Addis Ababa city were purposively selected. The selection of these two regional states and capital city were emanated from their influence in the Ethiopian politics in the past and present, their substantial population and some evidence of ongoing attempts at mobilization (Semir Yusuf, 2019). Tigray was the fourth study area which was planned to be selected, but, because of the war in Tigray and borders of Amhara regional states it is found to be impossible to gather the possible data. From the three places purposely only 600 participants were selected using convenience and snowball sampling technique.

Regarding the television channels, purposively two private television channels, one federal and two regional states television channels are respectively selected including one capital city television channel and those are; Fana Broadcast Corporation (FBC), Walta television (WT), Ethiopian Broadcast Corporation (EBC), Oromia Broadcast Network (OBN) and Amhara Broadcast Corporation (AMC) and Addis Television.

3.3 Data Collection Tools

A survey questionnaire was applied to collect data from participants. Survey means of data collection provides a quantitative or numeric description of trends, attitudes, or opinions of a population. The survey questionnaire was prepared to measure HMP of the Ethiopian private, regional and federal states television channels using likert scale. The questions were adopted from previous studies and some questions were modified to fit the Ethiopians federal and regional television channels using pilot study. Surveys have been widely used in HMP studies (Vallone et al., 1985; Gunther & Chia, 2001; Gunther & Liebhart, 2006; Dylan, 2015; Perlof, 2015).

All items were measured on a 5-point scale (1 = Strongly Disagree to 5 = Strongly Agree). The dependent variable, hostile media phenomenon (HMP), was measured with an index of seven items tapping opinion-hostile news coverage. The survey questionnaires were developed in English and the final version were translated into Amharic and Oromiffa versions by the researcher, and were reviewed by professional Amharic, Oromiffa and English languages professors and experts. After

the translation and review of the survey questionnaire, pilot tests among 200 purposively chosen respondents were conducted to measure the reliability and validity of the instrument. The first pilot tests were undertaken among 80 respondents from Bonga University students and staff members. The second pilot tests were undertaken among 70 employees found in different offices of Kaffa Zone. The rest 50 pilot tests were undertaken among students of Jimma University and employees found in different sectorial offices of Jimma zone. The respondents were requested to give their honest comments in written and oral. Among the 200 distributed forms only 170 of them were filled properly. Cronbach consistency analyses were conducted to determine the consistency and internal reliability of the different constructs of HMP study. Cronbach's alpha of .70 is considered very reliable and above are sufficient to indicate the internal consistency of the items in the measures (Schutte et al., 2000; Saunders et al., 2012) So, the seven items include in the HMP study had a Cronbach's Alpha of .86.

3.4 Data Collection Procedure

To make the research participants co-operate with the researcher and other data collectors, a permission letter was shown to them which was taken from Addis Ababa University, Journalism and Communication school. For the purpose of data collection, experts who could collect data were hired and trained to make the data collection easy and manageable. And respondents' confidentiality was told, so the information they provide would be only as an input to the research. The data were gathered from April 1- June 27, 2022 from all the three places of the study areas (Bahir Dar, Adama and Addis Ababa). The participants were given with 30-45 minutes to fill out the questionnaire. We have used universities found in the three places as the starting point of the data gathering.

3.5 Method of Data Analysis

To analyze the quantitative data, the latest version 26 of SPSS statistical data analysis software was employed. The study applied different means of tests to explore if there is a relationship between two or more categorical variables. Because the data showed departure from normality, nonparametric methods were employed. The Mann Whitney U test which is one of the most common non-parametric tests was applied to investigate the difference in the means of a continuous variable between two independent groups. The Wilcoxon Signed Rank test is applied to compare two dependent samples with ordinal data and Wilcoxon rank sum test to compare two independent samples. Also, for samples with more than two independent groups, the Kruskal-Wallis test is applied to find out if there is any significant difference between the means of three or more independent (unrelated) groups.

4. RESULTS

4.1 Profile of Respondents

In this section the participants' characteristics background such as sex, age, educational status, employment status and marital status have been described. The data were collected from Addis Ababa city, Amhara and Oromia regional states. With reference to gender, 35.2 percent were male and the rest 64.8 were females. Result showed that the majority of study participants were females.

With regard to age, 21.7% were from (18-27 years), 25% (28-37 years old), 24.5% (38-47 years old), 13.7% (48-57 years old) and 15.2 % (58 and above years old). This shows that the participants were generally young. With reference to educational background 26.2% were high school students, 12.7% (college diploma holders), 40% (bachelor degree holders) and 21.2% (Master's degree holders) indicating that the typical participant was a college graduate. The employment status also showed that 26.3% were students, 49.5% were employed and the rest 24.2% were unemployed. The other is marital status of the participants; 36.7% were married and the rest 63.3 were unmarried.

4.2 Audiences' Perception of the Hostile Media Phenomenon (HMP) in the Ethiopian Private, Regional and Federal Television Channels

4.2.1 Audiences' Perception of the Hostile Media Phenomenon in the Regional State Television Channels

N	600
Chi-Square	6.732
Df	2
Asymp. Sig.	.035

Table 1: Significance of difference between the Regional States Television Channels

The Friedman test indicates that there is significant difference in the audiences' perceived hostility between regional state Tv channels at 5% level of significance ($0.03 < 0.05$).

	HMP between OBN – Amhara TV	HMP between Addis TV – Amhara TV	HMP between OBN -Addis Tv
Z	-.578 ^b	-4.588 ^c	-2.866 ^b
Asymp. Sig. (2-tailed)	.563	.000	.004

Table 2: Significance of difference Among Regional Television State Cannels

The above Wilcoxon Signed Ranks test shows that there is statistically significant difference in the audiences' perceived hostility between Addis Tv and Amhara Tv also OBN and Addis Tv at 5% significance ($P=.000$ and $P=.004$) respectively but, there is no significance difference in perception of hostility between OBN and Amhara Tv ($P>0.05$).

To find out and indicate which television channel is nearest to the hostile media phenomenon, the mean rank comparisons among each television channels were undertaken.

		N	Mean Rank	Sum of Ranks
HMP between AddisTV -Amhara TV	Negative Ranks	187 ^d	195.16	36495.00
	Positive Ranks	253 ^e	239.23	60525.00
	Total	600		
HMP between OBN – Addis TV	Negative Ranks	246 ^f	263.26	64762.00
	Positive Ranks	228 ^h	209.71	47813.00
	Total	600		

Table 3: Mean Ranks Comparison between the Regional State Television Channels

The above mean ranks results indicates that OBN TV (263.26) generated the highest scores based on the audiences' perceived hostile media phenomenon. Results further show that the television channel is a channel with the second score of the hostile media phenomenon is Amhara television channel (AMC).

4.2.2 Audiences' Perception of the Hostile Media Phenomenon in the Ethiopian Private and Federal Television Channels

N	600
Chi-Square	29.372
Df	2
Asymp. Sig.	.000

Table 4: Significance of difference among the Ethiopian Private and Federal Television Channels

The above Friedman test result indicates that there is significant difference in the audiences perceived hostility among the private and federal Tv channels (P=.000) which is less than the set p value of 0.005 level of significance.

	HMP between Fana - ETV	HMP between Walta - ETV	HMP between Walta - Fana
Z	-5.050 ^b	-.511 ^b	-5.031 ^c
Asymp. Sig. (2-tailed)	.000	.609	.000

Table 5: Significance of difference among the Ethiopian Private and Federal Television Channels

The Wilcoxon Signed ranks test was also conducted to show the significance of difference in audiences perceived hostility between all television channels. Results indicate that there is significance of difference in hostility between Fana and ETV and, Walta and Fana at 5% level of significance. The level of significance of the difference between Fana and ETV and, between Walta and Fana is .000 which is less than the p value 0.005 level of significance. But there is no significance of difference between Walta and ETV at 5% level of significance (P>0.05).

To find out and indicate which Ethiopian private and federal state television channel is nearer to the audiences perceived hostile media phenomenon, the mean ranks test was run.

		N	Mean Rank	Sum of Ranks
HMP between Fana - ETV	Negative Ranks	167 ^a	230.96	38570.00
	Positive Ranks	292 ^b	229.45	67000.00
	Total	600		
HMP between Walta - Fana	Negative Ranks	251 ^g	247.45	62110.50
	Positive Ranks	191 ^h	187.40	35792.50
	Total	600		

Table 6: The Mean Ranks Difference among the Ethiopian Private and Federal Television Channels

The mean ranks result indicate that Walta television channel perceived to be more hostile (247.45) followed by Fnana (230.96) than ETV. This suggest that the audiences marked Walta and Fana television channels as more contributors to the hostile media phenomenon than ETV.

HMP between Regional State television channels -Private and Federal State Television Channels	
Z	-6.818 ^b
Asymp. Sig. (2-tailed)	.000

Table 7: Significance of difference between the Ethiopian Private, Federal and Regional States Television channels

The above Wilcoxon Signed ranks test result shows that there is significance of difference in the audiences' perceived hostility between the federal and regional television channels at 5% level of significance. To further find out and indicate which State's television channels are nearest to the hostile media phenomenon, the mean ranks were compared.

		N	Mean Rank	Sum of Ranks
HMP between Regional State Television Channels - Federal Television Channels	Negative Ranks	365 ^a	301.18	109932.50
	Positive Ranks	210 ^b	265.08	55667.50
	Total	600		

Table 8: Mean Ranks test between the Regional States and Private, Federal Television Channels

The above mean ranks test result indicates that the regional states television channels were perceived to be nearest to the hostile media phenomenon than the private and federal television channels. Generally, the audiences perceived that HMP of the regional states' television channels is more than that of private and federal Tv.

Discussion

Media coverage in Ethiopia starting from 2019 was unfair, unbalanced, partial and underlined for encouraging the turbulence and conflict which has erupted in various parts of the country (Skjerdal and Moges, 2020). The media landscape in Ethiopia is as polarized as never before (Abbink, 2021). The statistical data indicates that the audiences from the three study areas (Amhara and Oromia regional states and Addis Ababa city) considered the regional states television channels as the main contributors to hostility in the country. According to Skjerdal and Moges (2020), the media organizations including the television channels in various parts of the country were the major and key role players in encouraging and advancing the disturbance and conflict among different regional states and, ethnic and religious groups.

According to the Reuters institute for the study of journalism the different Ethiopian media known for practicing the method of ignoring important aspects of an ethnic or political group that is perceived as an enemy and taking information from another outlet to expose what another ethnic group is doing wrong (Oluka, 2021). According to the mean ranks test, the audiences indicated that the regional states television channels were more hostile than the federal states television channels. The hostile media phenomenon theory suggests that highly partisan persons will perceive more bias in news media reports or consider the news to be slanted or hostile to their views (Knobloch-Westwick & Meng, 2009). Having trusted news reports is central in democracy for political decision-making (Tsfati & Cohen, 2005), and especially crucial in circumstances for people who cannot rely on their own experience and knowledge (Kohring & Matthes, 2007). Unfortunately, globally the current news media organizations are progressively met with distrust.

The phenomenon of hostile media has substantial consequences. In addition to limiting the ability of the news to inform public opinion (Miller and Krosnick 2000), it influences the formation and perception of foreign policy, reinforces a growing cynicism and disaffection from politics (Capella and Hall Jamieson 1997), contributes to feeling of political and social alienation (Tsfati 2007), impacts advocacy behavior (Choi et al. 2011) and changes behavior (Tsfati and Cohen 2005). Scholars in the area posit the decline in media credibility is an outcome of the media's political bias (Bagdikian, 1997; Goldberg, 2001). The polarized political environment in Ethiopia may have contributed to the over dominance and control of the media by politicians for the benefit and achievement of their own political agenda. In this regard, the connection between journalists and politicians has been referred to as a "marriage de raison" (Van Aelst & Aalberg, 2011) that is characterized by "love and hate, trust and distrust" (Van Aelst & Aalberg, 2011). Hostile media phenomenon is certainly not without consequences. Mostly if politicians conclude that journalists are not receptive and friendly to their arguments, journalists may report their view in a distorted ways and politicians may, therefore, see no point in presenting their views, revealing important

background information, or giving journalists the opportunity to ask presumably nagging questions (Brants et al., 2010). The media in Ethiopia were a political instrument and the politicians always find alternative ways of voicing and gaining the attention of their public. That is, rather than coming up with their arguments to journalists in a formal manner, they will depend on ways to intensify conflict and complicated drama in order to be heard in a public debate. Conflict and drama are important news values that increase the chances of media coverage in gaining the attention of the public (Aalberg & Strömbäck, 2011; Strömbäck & Dimitrova, 2006). Without conflict and drama, politicians may think that their enemies' arguments will be favored. Consequently, the television channels were used as a weapon in worsening and consolidating exclusivity reflecting similar traits media institutions in cracked states, at times directing in ethnic cleaning and displacement of out-of-state residents (Woldearegay,2022). As Kriesi (2012) observed and explained, "those organizations and politicians that rely on the expansion of conflict need to do so, because they are not paid enough attention to otherwise" (p. 14). When citizens see the media as biased; they may conclude that the public is not adequately informed. This point of view is further explained by Tsfati and Cohen (2005):

"The perception that others are ill informed because the news media are not providing them with access to the truth (as one sees it) is frustrating and detrimental to the belief that political decisions are being made in a fair and just way. Hence, in situations of high involvement, trust in news media is an especially crucial component of trust in democracy" (p. 33).

During the conflict among different Ethiopian regional states and groups the media organizations were not fair and balanced in their news reporting rather their news report was more of initiating the conflict and civil war in the country. The news media reports of the regional states were focused on blaming and criticizing the bad deeds of other regional states mentioning that their state and people were targets of hostile attacks (Reta 2019). There was widespread use of victimhood narratives and additional engagement in competitive victimhood was in evidence (Woldearegay,2022). These narratives were used to further create antagonisms and intractable conflict initiated and sustained by ethnic entrepreneurs. There is an array of practical evidence that suggests conflict leads citizens to decreased political trust at the individual, institutional, and country level in addition to social and economic crisis (Forgette & Morris; 2006; Mutz & Reeves, 2005). According to Woldearegay (2022), in addition to intensifying the civil war and conflict among different states and groups in various parts of Ethiopia, including identity-based attacks and displacement, it was obvious that the media were the major instruments of the ethnic elites in advancing their political interest.

The result shows that hostile media phenomenon within the news media has been shown to be very important because they have great impact in understanding the social and political behaviors of citizens and thus, they have received a reasonable amount of attention in recent years. Such studies and justifications are supported by several scholars in its role that the study of hostile media phenomenon foster avoidance motivations with respect to political participation, interpersonal discussion, or engaging in social activities (Eveland & Hively, 2009; Matthes, 2013).

For Peer Review

CONCLUSION

This research lends support to the view that people can experience a biased and hostile perception depending on their personal and group opinion on the specific topic and organization or other groups opposite to their stance. The results of this research indicate that the Ethiopian regional states television channels are perceived to be more hostile than the private and federal states television channels. But further research is needed to find out to what extent the regional states television channels are considered hostile and the attendant factors that explain the phenomenon. Also, a study is needed to find out to what extent the private and federal states television channels are not perceived to be hostile by different ethno-national groups in the context of power, politics and ethnicity. In the present study, the results showed that the regional states television channels were perceived to be more hostile than the Ethiopian private and federal television channels. More specifically, results also showed that OBN and Amhara television channels and Walta and Fana are the television channels which are considered to be the biggest contributors to the hostile media phenomenon which comes as no surprise given their reach and involvement in the ongoing rivalries and war of narratives between Ethiopia's biggest ethno-national groups. Thus, this underlines the theoretical definition of the hostile media phenomenon of this article as well as Perloff's (2015) definition, stating that a strong preexisting opinion on a topic appears to be a requirement for the emergence of the hostile media phenomenon. The responsible bodies like the government, media organizations, media practitioners, future researchers and policy designers could use the results of this study in minimizing the hostility among different ethnicities and groups of people and call for more constructive journalism and less partisan media.

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APPENDIX

A. English Version of the Questionnaire

Addis Ababa University

Humanities, Language, Journalism and Communication College

Journalism and Communication School

Introduction Page

First of all, I would like to forward my thanks and appreciation for showing your interest in our study entitled “The Credibility and Presence of Hostility in Ethiopian Regional and Federal Television Channels”.

The researcher of this study is Bereket Wondimu who is a PhD candidate at Addis Ababa University in School of Journalism and Communication. The purpose of this study is to better understand and explain how people perceive their regional vs. other regional and federal television channels. The average time given to complete this survey is 30 minutes.

Your data will only be used for educational purpose and it will be confidential. To help protect your confidentiality, data collected through the survey will remain anonymous and will not contain information that may personally identify you.

About the Questionnaire

The questionnaire is divided into three parts. The first part deals with media credibility, the second part deals with hostile media phenomenon (HMP) and the third part is about the demographic background of the research participants. The media credibility part is categorized in to three sections: medium credibility, Source credibility and Message/News credibility. The study will define the social environment by means of seven variously measured demographic items. The demographic variables measured here will be age, education level, income level, employment status, gender, regional state and marital status. The participants will be asked to choose one of multiple answers that reflected their situation.

The first questionnaire will start with the Source/Anchors credibility and followed by Message/News story credibility and Medium/media credibility of ETV Television Channel. The second, third, fourth and the fifth questionnaire will continue with FBC, Walta, Amhara and OBN Television Channels. The last two is about the presence of hostile media phenomenon (HMP) and demography will be the final part of the overall questionnaire.

Part One: Media Credibility

1.1 Source Credibility (About the Journalists)

Please circle the number that best represents your feelings about the credibility of Anchors/Reporters in the mentioned Ethiopian Television Channels based on each of the following series of statements.

5= Strongly Agree (SA) 4= Agree (A) 3= Neutral (N) 2= Disagree (D) 1= Strongly Disagree (SD)

No	Statements	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
		5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1					
1/	The Journalists are fair	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	The Journalists are unbiased	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	The Journalists present complete story of an event	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	The Journalists present an accurate story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	The Journalists have respect for privacy	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	The Journalists have concern for the public interest	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	The Journalists have concern for the community's wellbeing	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	The Journalists separate facts and opinion	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	The Journalists are trustworthy	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10/	The Journalists are qualified (well trained)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11/	The Journalists can be trusted	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

1.2 Message Credibility (About the News)

Please circle the number that best represents your feelings about the credibility of the news stories/messages of the mentioned television channels based on each of the following series of statements.

5= Strongly Agree (SA) 4= Agree (A) 3= Neutral (N) 2= Disagree (D) 1= Strongly Disagree (SD)

No	Statements	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
1/	The News story is up-to-date	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	The News story treats everyone based on evidence (it's fair)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	The News story is free from prejudice (it's unbiased)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	The News story is complete	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	The News story is accurate	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	The News story has respect for privacy	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	The News story has concern for the public interest	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	The News story has concern for the community's wellbeing	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	The News story separates facts and opinion	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10/	The News story is trustworthy	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11/	The News story is well organized (qualified news story)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

1.3 Medium Credibility (The News Media)

Please circle the number that best represents your feelings about the credibility of the mentioned television channels based on each of the following series of statements.

		5= Strongly Agree (SA)					4= Agree (A)					3= Neutral (N)					2= Disagree (D)					1= Strongly Disagree (SD)														
No	Statements	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
1/	It presents an up-to-date News story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	The News media gives equal time to everyone in need (it's fair)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	It presents unbiased News story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	It presents complete News story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	It presents accurate News story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	It has respect for privacy	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	It values the public interest	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	It has concern for the community's wellbeing	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	It separates facts and opinion	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10/	It presents trustworthy News story	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11/	It presents well organized News (qualified news story)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

Part Two: Hostile Media Phenomenon

2.1 Please circle the number that best represents your perception of the presence of Hostile Media Phenomenon in the mentioned Ethiopian federal and regional television channels.

5= Strongly Agree (SA) 4= Agree (A) 3= Neutral (N) 2= Disagree (D) 1= Strongly Disagree (SD)

No	Statements	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
1/	The media is greatly biased against the interests of other regional states.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	The media is greatly biased in favor of their regional state interest	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	The journalists are biased against the interests of other regional states.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	The journalists are biased in favor of their regional state interest.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	The News is biased against the interests of other regional states.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	The News is biased in favor of their regional state interest.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	The media made our regional state seem bad.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

Part Three: Demography

1- Gender

Male Female

2- Age

18-27 years old 28-37 years old 38-47 years old
48-57 years old 58 and Above

3- Education

Elementary School High School College diploma
Bachelor's Degree Master's Degree PhD

4- Employment Status

Student Employee Unemployed

5- Marital Status

Married Single

6- Current Residency of Regional State

Addis Ababa City Oromia Regional State
Amhara Regional State

Thank you again for your assistance in this research.

B. Amharic Version of the Questionnaire

አዲስ አበባ ዩኒቨርሲቲ

የሂሞኒቲስ ፣ ቋንቋ ፣ ጋዜጠኝነት እና ኮሚውኒኬሽን ኮሌጅ

የጋዜጠኝነት እና ኮሚውኒኬሽን ት/ት ቤት

በመጀመሪያ “የታማኝነት እና የጥላቻ መኖር በኢትዮጵያ ክልላዊ እና ፌዴራል የቴሌቪዥን ጣቢያዎች” (The Credibility and Presence of Hostility in Ethiopian Regional and Federal Television Channels) በሚል ርዕስ ጥናታችን ላይ ለመሳተፍ ፍላጎት ስላሳዩን ምስጋናዬን እና አድናቆትዬን ለቀርብላችሁ እወዳለሁ።

የዚህ ጥናት ተመራማሪ በረከት ወንድሙ በአዲስ አበባ ዩኒቨርሲቲ በጋዜጠኝነት እና ኮሚውኒኬሽን ትምህርት ቤት የፕሮፌሰር እጩ ናቸው። የዚህ ጥናት አላማ ሰዎች ክልላቸውን ከሌሎች የክልል እና የፌዴራል የቴሌቪዥን ጣቢያዎች ጋር እንዴት እንደሚገነዘቡ በተሻለ ለመረዳት እና ለማስረዳት ነው።

የእርስዎ መረጃ ለትምህርታዊ ዓላማ ብቻ ጥቅም ላይ የሚውል እንዲሁም ያቀረብነውን መረጃ በሚስጥር የሚያዝ ይሆናል። ሚስጥራዊነትዎን ለመጠበቅ እንዲረዱ፣ በዳሰሳ ጥናቱ የሚሰበሰቡ መረጃ የመረጃዉ ሰጪ ማንነቱ ሳይታወቅ ድብቅ ሆኖ ይቀራል። ይህንን የዳሰሳ ጥናት ለማጠናቀቅ የተሰጡት አማካይ ጊዜ 30 ደቂቃ ብቻ ነው።

ስለ መጠይቁ

መጠይቁ በሶስት ክፍሎች የተከፈለ ነው። የመጀመሪያው ክፍል የሚዲያ ተአማኒነትን ይመለከታል፣ ሁለተኛው ክፍል የጠላቻ የሚዲያ ሁኔታ (HMP) እና ሶስተኛው ክፍል ጥናቱ ላይ የሚሳተፉ የግል ታሪክ መረጃ ነው። የሚዲያ ተአማኒነት ክፍል በሶስት ክፍሎች ተከፍሏል፣ የዜና አዉታሮቹ ተአማኒነት፣ የምንጭ (የጋዜተኞቹ) ታማኝነት እና የመልእክት/የዜና ታማኝነት። ተሳታፊዎቹ ሁኔታቸውን ከሚያንፀባርቁ ከበርካታ ዝርዝሮች አንዱን እንዲመርጡ ይጠየቃሉ።

ክፍል አንድ : የሚዲያ ታማኝነት

1- የጋዜጠኞች ታማኝነት

1.1. እባኩን በሚከተሉት ተከታታይ መገለጫዎች ላይ በተዘረዘሩት በኢትዮጵያ የሚገኙ የክልል እና የፌዴራል ቴሌቪዥን ቻናሎች ውስጥ የሚገኙ ጋዜጠኞች/ዘጋቢዎች ተዓማኒነት ላይ ያልዎትን ስሜት በተሻለ የሚወክለውን ቁጥር ያክብቡ።

5= በጣም እስማማለሁ 4= እስማማለሁ 3= ገለልተኛ 2= አልስማማም 1= በጣም አልስማማም

ተ/ቁ	መገለጫዎች	ኢተሺ					ፋና					ዋልታ					አማራ ቲቪ					አሮሚያ ቲቪ (OBN)					አዲስ ቲቪ				
		5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
1/	ጋዜጠኞቹ ለሁሉም አካላት በእኩል ያገለግላሉ (ፍትሃዊ ናቸው)።																														
2/	ጋዜጠኞቹ አድሎአዊ አይደሉም።																														
3/	ጋዜጠኞቹ የአንድን ክስተት ሙሉ ታሪክ ያቀርባሉ።																														
4/	ጋዜጠኞቹ ትክክለኛ ታሪክ ያቀርባሉ።																														
5/	ጋዜጠኞቹ የግለሰብን ነፃነት ያከብራሉ።																														
6/	ጋዜጠኞቹ የህዝቡን ጥቅም ያስቀድማሉ።																														
7/	ጋዜጠኞቹ ለማህበረሰቡ ደህንነት ትልቅ ቦታ ይሰጣሉ።																														
8/	ጋዜጠኞቹ እውነታዎችን እና አስተያየቶችን ይለያሉ።																														
9/	ጋዜጠኞቹ ሃላፊነት ይሰማቸዋል።																														
10/	ጋዜጠኞቹ በሞያደረጃ ብቁ እና በደንብ የሰለጠኑ ናቸው።																														
11/	ጋዜጠኞቹ ታማኝ ናቸው።																														

2- የዜናው ታማኝነት

2.1 እባኮትን በሚከተሉት ተከታታይ መገለጫዎች ላይ በተዘረዘሩት በኢትዮጵያ የሚገኙ የክልል እና የፌደራል ቴሌቪዥን ቻናሎች የሚተላለፉ ዜናዎችን/መልእክቶችን ተዓማኒነት በተመለከተ ያልዎትን ስሜት በተሻለ የሚወክል ቁጥርን ያክብቡ

5= በጣም እስማማለሁ 4= እስማማለሁ 3= ገለልተኛ 2= አልስማማም 1= በጣም አልስማማም

ተ/ቁ	መገለጫዎች	ኢ ቲ ቪ					ፋና					ዋልታ					አማራ ቲቪ					ኦሮሚያ ቲቪ (OBN)					አዲስ ቲቪ				
1/	ዜናው ወቅታዊ ነው።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	ዜናው ለሁሉም አካላት በእኩል ያትታል (ፍትሃዊ ነው)።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	ዜናው አድሎአዊ አይደለም።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	ዜናው ስለአንድ ሁኔታ ሙሉ ታሪክን እና ሀሳብን ያካተተ ነው።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	ዜናው ትክክለኛ ነው።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	የዜና ይዘቱ ለግላዊነት ክብር አለው።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	ዜናው የህዝብን ጥቅም ያስቀድማል።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	ዜናው ለማህበረሰቡ ደህንነት ትልቅ ቦታ ይሰጣል።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	ዜናው እውነታዎችን እና የግል አስተያየቶችን ይለያል።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10/	የዜናው ይዘት ታማኝ ነው።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11/	ዜናው በደንብ የተደራጀ ነው (ብቁ የሆነ የዜና ታሪክ)።	5	4	3	2	1	5	5	5	5	5	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

3- የዜና አዉታር ታማኝነት

3.1 በሚከተሉት ተከታታይ መገለጫዎች ላይ በተዘረዘሩት በኢትዮጵያ የሚገኙ የክልል እና የፌደራል ቴሌቪዥን ቻናሎች ተዓማኒነት ላይ ያልዎትን ስሜት የሚወክለውን ቁጥር ያክብቡ።

5= በጣም እስማማለሁ 4= እስማማለሁ 3= ገለልተኛ 2= አልስማማም 1= በጣም አልስማማም

ተ/ቁ	መገለጫዎች	ኢ.ቲቪ					ፋና					ዋልታ					አማራ ቲቪ					ኦሮሚያ ቲቪ					አዲስ ቲቪ									
1/	የዜና አዉታሩ ወቅታዊ ዜናዎችን ያቀርባል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	የዜና አዉታሩ ለሁሉም አካላት በእኩል ሽፋን ይሰጣል (ፍትሃዊ ነው)።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	የዜና አዉታሩ የማያዳለ ነው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	የዜና አዉታሩ ዝርዝር ሀሳቦችን ያካተተ ሙሉ ዜናዎችን ያቀርባል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	የዜና አዉታሩ ትክክለኛ ዜናዎችን ያቀርባል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	የዜና አዉታሩ ለግላዊነት ክብር አለው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	የዜና አዉታሩ የህዝብን ጥቅም ያስቀድማል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	የዜና አዉታሩ ለህብረተሰቡ ደህንነት ትልቅ ቦታ ይሰጣል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	የዜና አዉታሩ እውነታዎችን እና አስተያየቶችን ይለያል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10 /	የዜና አዉታሩ ታማኝ ዜናዎችን ያቀርባል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11 /	የዜና አዉታሩ በደንብ የተደራጀ ዜና ያቀርባል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

ክፍል ሁለት፡ የጥላቻ ሚዲያ ሁኔታን በተመለከተ

2.1 እባክዎን በተጠቀሱት የኢትዮጵያ ፌዴራልና የክልል የቴሌቭዥን ጣቢያዎች ውስጥ ስለ ጥላቻ ሚዲያ ሁኔታ ያለዎትን አመለካከት በተሻለ የሚወክለውን ቁጥር ያክብቡ።

5=በጣም እስማማለሁ 4= እስማማለሁ 3= ገለልተኛ 2= አልስማማም 1= በጣም አልስማማም

ተ/ቁ	መግለጫዎች	ኢትሺ					ፋና					ዋልታ					አማራ ቲሺ					ኦሮሚያ ቲሺ (OBN)					አዲስ ቲሺ				
1/	ሚዲያው የሌሎችን ክልላዊ መንግስታት ጥቅም አይጠብቅም/ፀር ነው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	ሚዲያው ለእራሱ ክልል ጥቀም ሲሉ አድሎአዊ ነው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	ጋዜጠኞቹ የሌሎችን ክልላዊ መንግስታት ጥቅም አይጠብቁም/ፀር ናቸው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	ጋዜጠኞቹ ለራሳቸው እና ለክልላቸው ጥቅም ያደሉ ናቸው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	ዜናው የሌሎችን የክልል መንግስታት ጥቅም ያገናዘበ አይደለም።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	ዜናው ለክልላቸው ጠቅም ብቻ ያደላ ነው።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	ሚዲያው ክልላችን በህዝቡ ዘንድ በመጥፎ እንዲታይ አድርጎታል።	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

ክፍል 3: የተሳታፊዎች የግለ ታሪክ መረጃ

- 1- ፆታ :- ወንድ ሴት
- 2- ዕድሜ :- 18-27 28-37 38-47 48-57
58 እና በላይ
- 3- የትምህርት ደረጃ :- የመጀመሪያ ደረጃ 2ኛ ደረጃ ኮሌጅ
 ባችለር ዲግሪ
ማስተርስ ዲግሪ PhD
- 4- የሥራ ሁኔታ :- ተማሪ ሥራ ያለው ሥራ የሌለው
- 5- የትዳር ሁኔታ :- ያገባ ያላገባ
- 6- አሁን ወቅት የሚኖሩበት ክልል :- አዲስ አበባ ኦሮሚያ አማራ

C. Oromifa Version of the Questionnaire

YUNIVARSIITII FINFINNEETI

KOOLEJJII KOMIINIKESHINII GAAZEXXSSUMA QOOQAAFI HIIMAANITIISII

Buufatoonii televizhiniif federaalawaa fi naannowwa itiyooophiyaa jalqabaan mata duree (Ammanamummaa fi jibbinsaa) Jedhu irratti qorannoo geggesiine irratti hirmaachun fedhiwaan agarsiistaniif galataa gudda fikabajaa guddaa isiniif dhiyesuu najaaladha. Qorannoo kana kan geggeessan qorattaa Barakat wandimuu yunivarsiitii Finfinnee ti mana barumsaa koominikeshinii fi gaazexxessummaa kadhimamaa dooktaraati (phd) Kaayyo qorannoo kana namootanii Naannoo isaanii fi Naanno kan birrotaafi buufatonii televizhiniif Federaalawaa wajjin akka miti akka hubatan fi foyye dhaan akka hubatan kan dhiyaate dha . Odefannoo kessan faayyidaa kaayyoo barnoota qofa kan oluu dha akkasumas odeffannoo dhiyesiine e icitiidhan kanqabamuu ta'a . ofeegannoo icitii akka Eeggamuu gargaruudhaaf qorannoo odeffannoo kennuu namuumaa isaa dhoksa ta'e hin hafa. qorannoo kana xumuurudhaf giddu gallesaa kanqabamee daqiiqaa sodomaa (30) qofadha.

Waa'e Gaafii

Gaafiiwan dhiyaatan kutaale sadiin kan qoodamee dha. jalqabaa irratti Amanamummaa miidiiyaa ilaalataa kutaan lamafaa (2ffaa) akkataa jibbinsaa miidiiyaa fi kutaan sadafaa (3ffaa) qoranniicha irratti kan hiirmaatan odeffannoo dhunfaa seena irratti. amannummaan miidiiyaan kutaale sadiin qodameeraa amanummaa babalomsaa oduu burqaa (Gazexxesotaa) amanummaan oduu hirmaatootaa taatewan heddu culluqiisaan kessaa tokko akka fiilatanuu hingaafatamuu. gaafiiwan dhiyaate miidiiyaa mottumaa Etv, faana, waalta, Amaaharaa, OBN, Addis tv fi qorannoo kan gaggefamee dha.

**Kutaa Tokkofaa (Iffaa)
Amanamummaa Miidiyaa**

1.1 Amanamummaa Gaazexessottaa

Maalo gaafiiwan waltii aansee caqafaman kan chaannoloota televiizhini federaalawaa fi kan naannolee gaazexessottaa kessatti argaman ykn gabaastoota miira amanummaa qabdanuu foyya'a dha kan jetanuu irrattii lakkofsaa bakka bu'u danda'u geengoo dhan mulliisaa

5 =Baaye Walii galaa 4 = Walii galaa 3 = Biliisaa 2 = Waliihin galuu 1 = Baaye Waliihin galuu

No	Ibsa	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
		5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1					
1/	Gaazexessottaa qaama hundaaf walqixxumaan hin tajaajiluu(haqa qabessaa)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	Gaazexessotaa loogumaa irra biliisaa	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	Gaazessonii taate seena dhugaa hin dhiyesuu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	Gaazexessonii seena qulqulluu hin dhiyesuu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	Gaazexossonii biliisummaa nama dhunfatiif hin kabajuu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	Gaazexossonii faayyidaa Uummataatiif dursaa kennuu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	Gaazexossonii Nageenyaa hawwaasaatif iddo(bakka)guddaa dursaa kennuu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
8/	Gaazexossonii yaada fi dhuga adaan nii baasu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
9/	Gaazexossonii dirqamaa itti dhaga'mee niibahu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
10/	Gaazexessonii sadarkaa oggumaatigaha qabu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
11/	Gaazexessonii Amanammaa dha.	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

1.2 Amanamummaa Oduu

Maalo Ibsoota armaan gadii itti aansee caqafaman tamsaasa televiizhinottaa ityoophiyaa kessati argaman Eergawaan dabarsanuu ilaalchisee Amanummaa miira isiin qabdanuu foyyee dha kanjettanuu lakkofsa bakka bu'u danda'u gengoo dhan muliisaa

5 = Baaye Walii galaa 4 = Walii galaa 3 = Biliisaa 2 = Waliihin galuu 1 = Baaye Waliihin galuu

No	Ibsa	ETV	Fana	Walta	Amhara TV	OBN TV	Addis TV
1/	Oduuchii Waqtawaadha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
2/	Oduuchii qaama hundumaa birraattii walqixxumaan hin gabaasa(Haqa qabessaa)	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
3/	Oduuchii loogumaa irra biliisaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
4/	Oduuchii waa'e tokko irrattiise seenaa gutuu fi yaada kan hammatee dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
5/	Oduuchii sirrii dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
6/	Oduuchii qabiyyee kabajaa nama dhunfaa qaba	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
7/	Oduuchii faayidaa Uummataaf dursa kennaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
8/	Oduuchii nageenyaa hawaasaatiif iddo(Bakka)guddaa kennuu	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
9/	Oduuchii yaada fi dhugaa hin baasaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
10/	Qabiyyee oduuchaa amanammaa dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
11/	Oduuchii kallatiidhaan kan guurmma'e dha(Seenaa Oduu gahaa dha)	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

1.3 Babbollomsaa Oduu

Maalo Ibsoota armaan gadii itti aansee caqafaman tamsaasa televiizhinottaa ityoophiyaa kessati argaman Eergawaan dabarsanuu ilaalchisee Amanummaa miira isiin qabdanuu foyyee dha kanjettanuu lakkofsa bakka bu'u danda'u gengoo dhan muliisaa

5 = Baaye Walii galaa 4 = Walii galaa 3 = Biliisaa 2 = Waliihin galuu 1 = Baaye Waliihin galuu

No	Ibsa	ETV	Fana	Walta	Amhara TV	OBN TV	Addis TV
1/	Babbollomsaa Oduu Waqtawaadha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
2/	Babbollomsaa Oduu qaama hundumaa birraattii walqixxumaan hin gabaasa(Haqa qabessaa)	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
3/	Babbollomsaa Oduu loogumaa irra biliisaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
4/	Babbollomsaa Oduu waa'e tokko irrattiise seenaa gutuu fi yaada kan hammatee dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
5/	Babbollomsaa Oduu sirrii dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
6/	Babbollomsaa Oduu qabiyyee kabajaa nama dhunfaa qaba	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
7/	Babbollomsaa Oduu faayidaa Uummataaf dursa kennaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
8/	Babbollomsaa Oduu nageenyaa hawaasaatiif iddo(Bakka)guddaa kennuu	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
9/	Babbollomsaa Oduu yaada fi dhugaa hin baasaa	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
10/	Qabiyyee Babbollomsaa Oduu amanammaa dha	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
11/	Babbollomsaa Oduu kallatiidhaan kan guurmma'e dha(Seenaa Oduu gahaa dha)	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

Kutaa 2ffaa

Akkaataa Jibbinsa Miidiyaa

Maaloo miidiyaa itiyooophiyaa kessatti argaman kanfederaalawaa fi kan naannolee miidiyaa jibbinsaa ilaalchaa qabdanuu ilaalchisee miira isiin dhaga'ame foyye dha kanjettanuu lakkofsaa bakka bu'udanda'u gengoo dhan mulliisaa.

5 = Baaye Walii galaa 4 = Walii galaa 3 = Biliisaa 2 = Waliihin galuu 1 = Baaye Waliihin galuu

No	Ibsa	ETV					Fana					Walta					Amhara TV					OBN TV					Addis TV									
1/	Miidiyaachii faayidaa mottummaa naannoo birrootiif hin Eegsiisuu(Farra)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
2/	Miidiyaachii faayidaa naannoo isaaniif jecha logummaa qabu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
3/	Gaazexessoonii mottummaa naannoo birraatiif faayidaa hin Eegsiisanuu(Farra)	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
4/	Gaazexessoonii faayidaa ofiif fi faayidaa naannoo isaaniif logii qabu	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
5/	Oduuchii mottummaa naannoo birrootiif faayidaa kan xiyyefatee mitii	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
6/	Oduuchii faayidaa naannoo isaaniif qofa loguumaa qaba	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
7/	Miidiyaachii naannoo kenyaa Uummattaa birraatiif akka ajaatti akka ilaalamu taasiseraa	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1

Kutaa 3ffaa: Ragaa Seenaa Hirmaatoota

A. Saala

1- Dhira 2- Dubara

B. Umurii

1- 18-27 2- 28-37 3- 38-47 4- 48-57

5- 58 ol

C. Sadarkaa Barumsaa

1- Sadarkaa Tokkofaa 2- Sadarkaa Lamafaa 3- Koolejii

4- Digrii Jalqabaa 5- Digrii Lamafaa(MA) 6- Dooktaraa

D. Haala Hojii

1- Barataa 2- Hojii Kanqabu 3- Hojii Dhabaa

E. Haala Gaa'ila

1- Kanheerumee 2- Kan Hiikee

F. Bakka Jireenyaa Yeroo Amma Naanno Jiraatanu

1-Finfinnee 2- Oroomiyaa 3- Amhaaraa