



ADDIS ABABA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

**THE INFLUENCE OF FACEBOOK ON NEWSROOM DECISION MAKING: ADDIS
MEDIA NETWORK IN FOCUS**

By

Gizew Amare Manie

**A thesis submitted to Addis Ababa University, Graduate School of Journalism
and Communication in Partial Fulfillment of the Requirements for the Degree
of Master of Arts in Journalism**

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Advisor: Solomon Ghebre-Ghiorghis (PhD)

Addis Ababa

July, 2021

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been appropriately accredited.

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Place of submission: Addis Ababa, Ethiopia

Approval

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ABSTRACT

The purpose of this thesis was to examine the influence of the social media, particularly Facebook on newsroom decision making at Addis Media Network. To meet the objectives of the study qualitative method was applied. According to the finding of the study, Facebook influenced the newsroom decision making at Addis TV. Furthermore, Facebook has influenced the traditional ways of news gathering and news reporting culture of Addis Television. Facebook is creating an agenda for the media. In addition, Facebook affected Addis Television news making process through either feeding updated news or killing the information. Much news was taken from Facebook and broadcasted on Addis TV's prime time news hour. The news was mostly taken from the government official Facebook page and the Facebook page of government agencies. What's more, the process of producing and broadcasting news in Addis TV takes a long time. It is bureaucratic to do news in a traditional way. Furthermore, the techniques of receiving and disseminating information are increasingly linked to social media, posing challenges for the Addis TV editorial team. To mitigate this effect, news has been taken from Facebook. The major issue is that these stories do not meet the basic criteria for news. The information acquired from this research so far indicates that, Facebook affected traditional ways of news gathering and reporting method in Addis TV. Thus, the editorial team is unable evaluate these social media news stories from editorial perspectives. Furthermore, news that was hot agenda on the social media was also planned, produced and broadcasted as project news.

Key words: *Facebook, New media, News room, Facebook Influence, News room decision.*

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List of Abbreviations and Acronyms

AMN	Addis Media Network
DMNG	Digital Mobile News Gathering
TPLF	Tigray People Liberation Front
EFG	Ethiopian Federal Government
TD	Technological determinism
SM	Social Media

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Primarily, I would like to thank the almighty creator to protect me, love me unconditionally and put me on this day. Secondly, I want to extend my heartfelt appreciation and deepest gratitude to my advisor Solomon Ghebre-Ghiorghis (PhD) for his constructive and valuable comments and advice. Without his sincere assistance, this paper would not be what it is now.

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Modern media in Africa were generally the creation of European missionaries, immigrants and the colonial administrations as the chief actors. They were also credited for the introduction of printing press and other media outlets in many countries in Africa and other parts of the third world from which the present media systems in Africa got their shape (Christopher, 1987).

The media during those times were initially used to disseminate news and information among and between the European residents and colonial settlers. They also used the media to influence the colonial and/or missionary values, impositions and directives upon the people they have control over. Generally they used the media as "a device to maintain the status quo".

Ethiopia had an experience of oral communication for long period of time. According to Nigussie (2014), the history of media in Ethiopia can be traced back to the time of ancient kings who started using the Awaj Negari i.e. decree announcer. The formal practice of modern press in Ethiopia is said to have been started during the time of Emperor Menelik II.

Though, the press in Ethiopia started much earlier, it was during the time of Haile Selassie's imperial regime that it observed a remarkable growth, as it was supported by technology such as printing machine. However, due to poor infrastructure, very low level of literacy and inadequate number of the copies it reached only royalty, elites and literate city residents in general (Ibid). During the Derg regime, the media were used mainly for propaganda. There was almost no private media during this period.

Media growth in relative context in the country has been observed since the downfall of the Derg regime and the beginning of EPRDF's rule in 1991. Several private print media joined the market. However, the development seemed slow because of the repression of the media. This led to the closures and tight control over the media. It was after the 1995 national election that the media in Ethiopia especially newspapers and journalists faced severe repression and control. Newspapers were closed and journalists were arrested and persecuted. Then, the government

primarily owns Ethiopia's media and there were very few that were controlled with some private news media (Ibid). But, there is currently relative improvement in the media industry.

Established in the year 1992 during the previous administration of EPRDF, Addis Media Network (AMN) is one of these media outlets that are owned by the Ethiopian government. AMN was the agency has been operating under the office of the city administrations Culture and Communication Bureau till 1997 (Abu, 2019). It started operating as an autonomous institute as an agency by publishing *Addis Lisan*, a pocket size (A5) magazine called *Addis Metropolitan*, a radio station called *FM 96.3*, and a television channel called *Addis TV*. Currently, *Addis metropolitan* magazine is out of the print and distribution market.

AMN was established under proclamation no 20/2009 with the aim of fostering mutual understanding between the city government and residents by disseminating accurate and up-to-date information, contributing to national consensus on major national issues, and encouraging the public to freely express and exercise their freedom of thought in accordance with the law.

Furthermore, the aim of the AMN is to play a supporting role in the city government's economic, social, and good governance building efforts, as well as to encourage further strengthening of the democratic culture.

Addis TV has many structures. The editorial team has the power to decide in the newsroom activities and vested upon the power to decide issues to be aired and or not. As to which issues the editorial decisions of the newsroom are made, many internal and external factors exert their influences. Various studies have shown that social media, especially Facebook, has become one of the factors influencing editorial decisions.

Social media is a term used to describe the type of media that is based on conversation and interaction between people online. Social media are media designed to disseminate information through social interaction, using highly accessible and scalable publishing techniques (Alejandro, Hilary and Trinity, 2010).

According to Miftah (2014), Facebook is social media website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues. The website's membership was initially limited by the founders who were

Harvard university students, but expanded to other colleges in the Boston area and gradually most universities in Canada and USA corporations.

After September 2006 all age 13 and older with a valid email address were able to establish Facebook account. Following this Facebook directive, the numbers of Facebook users have grown significantly in Africa and the rest of the world. The number of Facebook users in Ethiopia is also growing rapidly.

Horizons (2011), further states, there are dozens of social networking websites available on line currently. But, Facebook is the most visited in the world (Haridakis & Hanson, 2009). Facebook is the most popular social networking site globally and in Ethiopia too. According to Simon (2020), there were 6.20 million social media users in Ethiopia in January 2020. The number of social media users in Ethiopia increased by 237 thousand (+4.0%) between April 2019 and January 2020. Social media penetration in Ethiopia stood at 5.5% in January 2020. The majority of users are between the ages of 25 and 34 (Saffer, 2012). Since Facebook is the most common medium, it has a wide range of influences.

In Ethiopia there are many users who are using different social media sites but, Facebook has large number of users. As stat counter (2020) noted that in Ethiopia Facebook users are 39.94% from total internet users. Twitter has 36.71% users. YouTube has 10.9% customers. Pinterest has 10.45% visitors. In addition Instagram and reddit have 1.31% and 0.28% users respectively.

Women account for 31.1 percent of Facebook users in Ethiopia. Men represent approximately 68.9% of users (Data Reportal, 2020). In addition to everyone else in Ethiopia, media and institutions use social media. The media use Facebook, Twitter, YouTube and Telegram to deliver news and programs to their audiences. However, they have the highest number of followers on Facebook.

There are many sources that have confirmed that Facebook is a social media widely used by individuals and media houses in Ethiopia. Hence, this study is focusing on Facebook. According to Mwongela, (2012), the evolution of the online media has changed the way newsrooms across the world work. The widespread adoption of social media and increased

online activity by media houses has led to the adoption of new ways of gathering, processing and broadcasting news worldwide.

Salahuddin and Diakopoulos (2020) explain Facebook was make it hard for media organizations to accurately know what kinds of issues are preferred and will perform well. Social media is affecting the way a local television news station presents information to its audience and how its audience in turn receives that information. Hanley (2014:1) stated:

Within the next decade or so, social media will have made giant strides in the way local stations present their information and how that information is received by various stakeholder groups, making it virtually different from how information is presented and received today, as social media becomes more relied upon by businesses and all aspects of everyday life.

Everybody who uses Facebook can share news and information regardless of prohibition and results in information society that enjoys from the worldwide sphere brought with the coming of new media. Therefore, traditional media like television, newspaper and radio may face challenges to set the agenda and address their news and information.

Currently, Addis TV broadcasts news and programs to its audience, including online media. In addition, it uses Facebook and YouTube among the social media options. It has 300,000 followers on Facebook and 15, 000 subscribers on YouTube.

As a result, the impact of social media/Facebook on Addis TV's newsroom decision-making must be investigated.

1.2. Statement of the Problem

The influence of social media on newsroom decision-making has significantly increased. As to social media becoming the main source of news for the public. This resulted, multiple media institutions are forced to use Facebook as a news source. Furthermore, they are currently transmitting news for their audience by using these social media.

Nord and Olsson (2015) stated that the extensive use and influence of social media affect any news media institutions nowadays. News reporters themselves are very active on social

media platforms, and newsrooms are frequently monitoring social media content for news and other programs purposes.

Social media may impact news room activity in different ways and can be perceived both as a facilitator and or potentially to play negative factors in regards to established newsroom practices and guidelines according to the editorial policy of the media house.

Certainly, social media offer news department's considerable extended possibilities to find newsworthy issues and ideas that may be valuable for additional diffusion in news media houses. Social media can also be significant as a pointer of audience's interests, at least as long as they are widely used by representative segments of the public. Bitima (2019) stated:

Social Media have impacted on the mainstream journalistic practice to the level of creating new practices. Journalists used social media tools in their daily workflows, the access they each had to suitably reliable computing technologies remain an arguable issue within media organizations. Media organizations were converging and increasingly encouraging the use of social media in the daily work practices and routines of their employees.

Previous studies show that Facebook exerts influence on the news media. According to Wagari (2018), Facebook affects television news making process through either feeding updated news or killing the information. It specifically poses a challenge with regard to determining news angle. Social media, especially Facebook changed the old-style principles of newsgathering and broadcasting procedure employed in the mainstream media for providing breaking news.

Social media created concerns about quality and accuracy, the increase in workload and news making stress created by social media, the competitive environment of breaking news by Facebook, and the age and experience of the journalist (Ritter, 2018).

According to Ferdinand (2015), despite the implementation of social media by reporters in the course of their daily news making activities, there are still misgivings about the reliability of news collected from such media. Even when it comes to official social media handle belonging to the media companies, the level of checks and balances in place are insufficient or not well performed.

Also Hanley (2014) found that the influence of social media on local television news organizations has been extensive. The impact of social media is widespread around the United States, and most notably in Philadelphia. Social media has proven that the adoption of this medium in daily practice has become significant for the survival of a local television station contrary to its competitors. It seems that local television news organizations and social media have formed a partnership, with each medium feeding off the other.

As mentioned above there are researches conducted on the same topic. However, the above-mentioned studies didn't examine how social media influence the Newsroom decision-making. Rather they give more emphasis for the role of Facebook to gather and share news and information. Therefore, this study would contribute to closing the existing research gap by evaluating the influence of social media/Facebook on newsroom decision making at Addis TV.

Thus, it is important to study how social media, directly and indirectly influence newsroom decision making. Furthermore, it is highly interesting to examine how newsroom managers actually do evaluate Facebook from different editorial and management perspectives.

1.3 .Objectives of the Study

1.3.1. General Objective

This study is intended to examine the influence of the social media, particularly Facebook on newsroom decision making at Addis Television.

1.3.2. Specific Objective

This study was conducted on the basis of the following objectives

- Scrutinize how much Facebook influences the newsroom decision making at Addis TV
- Investigate how Facebook affects the traditional ways of news gathering and reporting in Addis TV.
- Examine how editorial team evaluates social media news from editorial perspectives.

1.4. Research Questions

- How much does Facebook influence the newsroom decision making at Addis TV?
- To what extent does Facebook affect the traditional ways of news gathering and reporting in Addis TV?
- In what way does the newsroom editorial team evaluate social media news from editorial perspectives?

1.5. Significance of the Study

Doing a research on the influence of the social media on newsroom decision-making at Addis Television is important. The researcher believes that this thesis would have the following significance on the area.

The outcome of this study will enable Addis Television to identify the influence of Facebook on editorial decision making in news room. This research will be important to identify the effects of Facebook on traditional news gathering and reporting in the media house. The thesis output will also be important for the editorial team how to objectively evaluate social media news from editorial and managerial perspectives. In a broader context, it may be important for the Ethiopian Media houses to be more aware and effectively deal with social media influence on newsroom decisions. The study will be useful as point of reference for other researchers who are interested to do similar research on the area of the influence of Facebook on newsroom decision-making.

1.6 . Scope of the Study

The study focuses on examining how Facebook influences newsroom decision making at Addis Television. The target groups were AMN editorial team members.

However, Addis Television broadcasts news for 24 hours with two shifts. This thesis focused on the evening shift of newsroom and the news is transmitting at 7:30 pm from November 04, 2020 to November 28, 2020. Hence, it is limited to evening Addis television newsroom decisions.

1.7. Limitation of the Study

The researcher faced some major limitations in the process of conducting this study. The researcher was found it difficult to get respondents in time that is scheduled. Some members of the editorial were reluctant to provide in-depth interview due to the reshuffle of the position now and then in Addis Television.

Another limitation of this study is that its findings were not including the FM 96.3 and Addis Lisan Newspaper. The study is limited to inspecting and conducting the research only at Addis TV newsroom decision making.

1.8. Organization of the Study

The thesis is organized under five chapters. The first chapter states about the background of the study, statement of the problem and objective of the study, research questions, significance, scope, limitation, and organization of the study. Chapter two focuses on the empirical and conceptual literature review related to social media, types of social media and social media influence on newsroom decision making. The empirical literature included the Ethiopian media experience related to social media influence on newsroom decision-making. Chapter Three describes the methodology. Chapter Four is where the analysis and interpretation of the data presented. Lastly, conclusion and recommendations are included under chapter five.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter reviewed the related literature on the media, conventional media, newsroom and nature of TV newsroom. In addition, social media, types of social media, the relationship between social media and conventional media and the influence of social media on newsroom decision making are included. Besides, literature review related to theoretical framework discussed in this chapter.

2.1. Background of the media

Different theorists define the media in various ways. As a consequence, it lacks a standard description. However, the following are some of the most widely used definitions.

Media is the plural of medium. It is a channel of communication, a means through which people send and receive information. The printed word, for example, is a medium; when the audience read a newspaper or magazine, something is communicated to us in some way. Similarly, electronic forms of communication television, telephones, film and such like are media.

Mass media, therefore, refer to channels of communication that involve transmitting information in some way or shape to large numbers of people. This definition, however, does not specify the exact minimum number to be called as a big number which would qualify as a “mass” (Livesey, 2011).

Coleman (2019) defines media as a technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. Newspapers, magazines, radio, television, and the internet are the most common platforms of mass media. The general public typically relies on the mass media to deliver information about political issues, social issues, entertainment and news in contemporary culture.

A mass medium (such as television) is generally classified as from single to mass people. This means one person such as the writer of a book, the creators of a television program or a film director delivers his/her ideas, views and beliefs for many people. These people are called the audience. At the same time in a way that is largely impersonal i.e., the communication is one-way, in the sense that those communicating a message to an audience could not have a chance to receive instantaneous response from that audience. Joshi (2018) notes that:

‘News media, at any rate in an open, popularity based society, serve residents by working as the guard dog over the authoritative, official and legal arms of government, in this manner obtaining the label, ‘fourth domain’. Obviously, news media are likewise the general public’s guard dog over legislative issues, business and industry, the non-administrative segment and different members in the life of the country. To be sure, capable news media must turn the searchlight upon themselves as well, considering the manner in which they decipher the world for their customers and structure feelings about the issues and inquiries of the day.’

Media history considers the historical dimension of communicating information, knowledge, and values to a broad audience. Although the term ‘media’ came into use only in the 1920s to denote the structures of such communication, media history takes account of the period at least from the advent of the hand press in the fifteenth century, and some interpretations include the scriptoria, oral traditions, and wall paintings of medieval times, delving occasionally into ancient and prehistory as well. The numerous approaches to media history share an interest in understanding the impact such structures have had on societies around the globe, the particular forms they have taken, and the dynamics of historical change (Dooley, 2015:1).

Generally media are a tool used to disseminate news and information. The media are playing a significant role to broadcast news, programs, music and other important message for the mass audience at a time.

2.2. Main stream media and Social media

Media refers to many types of communication platforms. For example, television, radio, social media and Newspaper are different types of media. The broadcast media have developed essentially after some time. Anyone can guess how the most recent news and data were communicated before.

2.2.1. Mainstream media

2.2.1.1. Broadcast media

During the 1890s, the creation of the radio becomes evident. Radio waves were first identified by Germany Physicist Heinrich Hertz in 1886. Then technology was used in 1890 by French physicist Edouard Branly. Guglielmo Marconi, an Italian inventor and engineer, created, demonstrated, and commercialized the first practical long-distance wireless telegraph, as well as broadcasting the first transatlantic radio transmission in 1901.

The radio would before long supplant the paper as the most appropriate hotspot for broad communications. Families would assemble around the radio and tune in to their preferred radio broadcast projects to hear the most recent news with respect to governmental issues, social issues, and diversion.

Emma (2019) says later on down the line came the innovation of the TV in 1927. The TV would before long substitute the radio for the best stage to arrive at the overall population. Today, the Internet is the most important type of broad communications and has become a significant apparatus for media sources. Since the development of the Internet, the overall population is currently ready to get to those equivalent media sources in a moment with only a tick of a mouse, rather than hanging tight for booked projects.

Later on down the line came the innovation of the TV in 1927. The TV would before long substitute the radio for the best stage to arrive at the overall population. Today, the Internet is the most important type of broad communications and has become a significant apparatus for media sources.

Pandey (2016) argues that the invention of television was the product of the efforts of many people in the late nineteenth and early twentieth century's. People and collaborations competed in various parts of the world to build a device that outperformed previous innovation. Many were compelled to profit from and contribute to the development, while others felt compelled to change the world through visual and audio correspondence technology.

2.2.1.2. Print media

The paper was the first stage for broad communications among different contexts. Indeed, until the advent of the modern newspaper in 1556. For a long time, the general public relied on authors and writers for local newspapers to provide them with the most up-to-date information on web media (Joshi, 2018).

2.2.2. Social media

In virtual communities and networks, social media are computer-mediated tools that enable people to build, share, and exchange formations, ideas, pictures, and videos. The term "social media" refers to a collection of Internet-based applications that are built on the ideological and technical foundations of Web 2.0 and allow for the production and sharing of content (Andreas & Michael, 2010).

Schwartz (2012) Web-based technologies such as social networks, Facebook, blogs, YouTube, Twitter, micro blogs, and multimedia networking tools describe social media as web-based technologies that enable users to link to the internet in order to create and share content with other users

For (Alejandro, Hilary & Trinity, 2010) the word "social media" refers to a form of online media that is focused on people conversing and interacting with one another. Social media are types of media that are meant to be shared by social interaction and are published using highly open and scalable methods.

2.2.2. 1. Types of Social media

Yamamichi (2011) as cited in Wagari (2018:18), stated five sub-categories of social media: (1). Digg, Twitter, and Slashdot are examples of social news sites (2). Facebook, MySpace, and Orkut are examples of social networking sites (3). YouTube, Flickr, and Tumblr are examples of social sharing sites (4). Stumble Upon, Delicious, and Meneame are examples of social bookmarking sites (5). Social awareness (Wikipedia, Yahoo Answers, Squidoo).

Brent Barnhart (2017), on the other hand, divided social media words into subcategories to describe their meanings. Social networking sites, image sharing and messaging sites, video sharing sites, social blogging sites, and social group and discussion sites are examples of these.

The first social networking sites category includes: Facebook, LinkedIn and Twitter. The second image sharing & messaging sites category contains: Instagram, Snapchat, Pinterest and Imgur.

The third Video Sharing Sites classification includes: YouTube and Vimeo. The fourth Social Blogging category includes Tumblr and Medium. The last Social Community and Discussion Sites category contains: Reddit, Quora and yahoo answers.

There are many social media sites in the world. Depending on the situation in the countries and the types of the social, there are a large number of users. However, the types of social media listed below have been identified by scholars as having multiple users (Claire Brenner, 2018). These are:

2.2.2. 2. Facebook

Mark Zuckerberg, the current CEO of Facebook, created the company in 2004. It currently has an annual organic traffic of 2.8 billion people. Facebook is a privately held company known as 'Facebook Inc.' It gets its name from the colloquial name for the book that some university administrations in the United States offer to students at the start of the academic year to help them get to know one another.

It was originally created by a group of college students, primarily Mark Zuckerberg and his computer science roommates Eduardo Saverin, Dustin Muscovite, and Chris Hughes. The founders and a few other Harvard University students were the only ones who could access the website. Later on the membership was expanded to other students from Lvy and Stanford universities. All these universities were located in Boston (Miftah, 2014).

Zuckerberg released a high-school version of Facebook in September 2005, which required an invitation from a registered user to participate. Finally, on September 26, 2006, Facebook allowed everyone over the age of 13 to register for free, as long as they had a valid email address.

The popularity of using Facebook to socialize has increased dramatically, with nearly one billion users and more than eight billion minutes spent on Facebook everyday (Barnett, 2012, Kirschner & Karpinski, 2010). According to Horizons (2011), there are dozens of social

networking web sites are available on line currently. But face book is the most visited in the world (Haridakis & Hanson, 2009). Among this, Facebook is the most popular social networking site.

Facebook is a social networking platform that enables users to build profiles, upload images and videos, submit messages, and communicate with friends, family, and coworkers. The founders initially restricted the website's membership to Harvard University students, but it soon grew to include other colleges in the Boston region, as well as most universities in Canada and businesses in the United States. After allowing anyone aged 13 and up to create a community with a valid email address in September 2006, Facebook's growth in Africa accelerated (Ibid).

Brenner (2018) also points out that, despite the fact that Facebook has added hundreds of new features over the years; its primary objective has remained the same. Users will interact with friends from all over the world; change their status, share photos and videos, and much more. Facebook marketing is a common way for companies to reach out to and engage with their target audiences.

Facebook is booming from time to time. The older data are confirming this fact. Now, Facebook was the first social media website to reach one billion registered users, and it now has over 2.74 billion monthly active users in 2010. The company currently also owns four of the biggest social media platforms, all with over one billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the fourth quarter of 2020, Facebook reported over 3.3 billion monthly core family product users (Tankovska, 2021).

2.2.2. 3. *YouTube*

YouTube is a video-sharing social network created in 2005 by three former PayPal employees. Just 20 short months after its inception, the site was acquired by Google for \$1.65 billion. It is now one of Google's subsidiaries, with an annual organic traffic of \$8.8 billion worldwide.

Users on YouTube are divided into two groups: those who upload videos and those who watch videos. Many of the 1.8 billion monthly users, on the other hand, fall into both categories. Users can upload, view, rate, post, and comment on videos, as well as subscribe to an entire

channel. Many that are new to YouTube will benefit from additional reading on how to upload a video to the web.

Video clips, music videos, short films, video blogging, instructional videos, and more can all be found on YouTube. While several major brands and even media companies have recently made their way to the video-sharing platform, the majority of the content is posted by individual contributors.

YouTube TV, the company's newest service, was introduced in 2018. Customers can watch live TV on their phones, tablets, and televisions without having to pay for a subscription or sign a contract with the subscription-cable substitute.

2.2.2. 4. *Twitter*

Twitter is a social media platform that allows users to send and receive 280-character (up from the original 140-character) messages known as Tweets. The site, which has a Smartphone app and a web version, works similarly to Tumblr and Instagram in that the content a user shares appears in the feeds of their followers and vice versa. Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams formed Twitter in March 2006. Since its inception, it has evolved into something more than a social networking site, and it is now a reliable online news source.

Twitter, which provides bite-sized content and updates, allows users to communicate with almost everyone in real time. Twitter has the ability to be a powerful tool for mobile marketers. In the right hands, the platform can be a very effective branding tool. There's a reason why almost half of marketers believe that Twitter is the best forum for consumer interaction, from reacting to customer feedback to connecting with influencers.

2.2.2. 5. *WhatsApp*

WhatsApp is a free messaging app designed specifically for smart phones. Brian Acton and Jan Koum, both former Yahoo! employees, created the tool in 2009. Text messages, voice calls, video calls, and the sending of videos and images are all open to users who sign up with a regular cell phone number.

Facebook paid \$19 billion for WhatsApp in February 2014, making it the company's biggest purchase to date. The messaging app, on the other hand, has been kept separate from Facebook's primary social network and its Messenger app.

The app is particularly common internationally, with more than half of the population using it in Saudi Arabia, Malaysia, Germany, Brazil, and Mexico. Its prominence can be attributed to the fact that there are no international calling or texting costs because the app uses WiFi rather than cellular service, as well as the ease with which new friends can be connected to the service.

2.2.2. 6. Instagram

Instagram is a photo and video-sharing social networking site. Users can build a free Instagram account with their own unique handle and share images and videos (up to one minute long) with their followers. They can also follow users who post content that interests them, whether it's friends or celebrities they admire.

Users then engage with the content of other users' profiles by liking or commenting on it. Instagram also allows users to message one another individually and in groups, as well as save images to different sets.

Kevin Systrom and Mike Krieger created the photo-sharing app in 2010. Instagram grew quickly, gaining one million registered users in just two months. Instagram was purchased by Facebook on April 9, 2012, for a comparatively low \$1 billion, following three rounds of funding. Instagram is particularly popular among celebrities today, who use the site to share “day in the life” content with their followers. Instagram marketing has also changed the game for companies when it comes to social media marketing.

2.2.2. 7. Google+

Following Google Buzz (retired in 2011), Google Friend Connect (retired in 2012), and Orkut, Google+ is the company's fourth social networking service (retired in 2013). Users can upload images and status updates to the stream (the social network's version of Facebook's feed), communicate with friends and family, and talk or video call privately or in groups with other users in Google Hangouts, much as they can on Facebook.

After its most recent update in November 2015, the service, which launched in 2011, hasn't revealed any new features. The numbers below are present, but the Alexa Ranks should be taken with a grain of salt. Google+ shares the coveted top spot with Google because it is hosted on Google's primary domain.

2.2.2. 8. Telegram

Telegram stands out as a more stable WhatsApp option. For brand accounts, the messaging social media app is continuously improving its functionality, including feeds and community capabilities. Telegram allows users to submit huge files and use other features not available in other applications. This app is used by the media to exchange news and information.

Telegram is a messaging app that has been around since 2013, but it is now experiencing a surge in popularity. In the aftermath of the WhatsApp controversy, the company announced that it had added 25 million users in a 72-hour span in mid-January. WhatsApp bills itself as a privacy-focused service that offers both one-on-one encrypted messaging and more social features including community chats. According to the service, there are now 500 million active users (Binder, 2021).

2.3. Media in Ethiopia

2.3.1. Background of media in Ethiopia

Media is a long-established communication sector in Ethiopian. According to Shimeles (2000), Ethiopia's media history dates back to a century. *Aimero* (1902–1903) and *Le Semeurd' Ethiopie*, a bilingual weekly (1905–1911), are generally regarded as the country's first newspapers. Historical evidences suggested that Blatta Gebre-Egziabhere from Eritrea produced a handwritten newspaper of about 50 copies at the palace of Menelik II around 1900. This predates both *Le Semeurd' Ethiopie* and *Aimero* and thus could be considered the country's first Amharic "newspaper" (Pankhurst, 1992). The publishing industry experienced a comparatively significant expansion in terms of the number of periodicals published and the size of their circulation during the post-liberation period. *Addis Zemen* and *The Ethiopian Herald*, two long-running weekly newspapers, first appeared in 1941 and 1943, respectively.

In Ethiopia, according to Cheds (1994:19) as cited in (Nutman, 2019:13), the press has a brief history, dating back to the early twentieth century. After escaping from an Italian prison near Aseb, where he had been detained on suspicion of spying for Menelik, Eritrean intellectual Blatta Gebre-Egziabher Gila-Maryam began circulating his views on national and international issues.

Aemiro and Berhan ena Selam, two weekly publications, started to appear shortly after. The latter, patronized by RasTefferi, the future Emperor Haile Sellassie, had its heyday in the second half of the 1920s, when it acted as a forum for the radical intelligentsia, whom Tefferi had gathered to his side in his fight against the conservative Empress Zawditu and the aristocracy allied with her. This was one of the most illustrious periods of Ethiopian journalism, when important national issues were openly discussed and debated. Unfortunately, it was only temporary.

From the colonial era to the communist military dictatorship, the Ethiopian media industry was characterized by government monopoly and praise for respective governments or leaders until 1991. With the election of the Ethiopian People's Progressive Democratic Front (EPRDF) to power in 1991, the Ethiopian press was granted a historical legal structure to operate within, despite the difficulties it faces in the ground. The Press Proclamations of 1992, 1999, and 2007, as well as the Broadcast Proclamation of 2007, have not been able to provide journalists and media staffs with the protection they need to carry out their duties (Dodolla, 2019).

The first use of the Awaj Negari, or news announcer, in Ethiopia was most likely during the period of ancient kings. Formally, however, the modern press in Ethiopia is said to have begun during Emperor Menelik II's reign (Nigussie, 2014).

The imperial regime's press expanded, but it had less public outreach due to weak infrastructure, a low level of literacy, and an insufficient number of newspaper copies. The majority of press items were only available to the royal class, elites, and literate city dwellers.

Under the Derg system, the media was mostly used for propaganda. For the first time in Ethiopian history, the new government, the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF), has enshrined press freedom in the constitution.

Ethiopia's media climate is still largely dominated by the government, with some private news organizations struggling to withstand the constraints of a small market and political pressure. For the first time in the country's history, the new government has permitted the private press and political opposition to operate.

2.3.2. Media types operating in Ethiopia

2.3.2.1. Broadcast media

According to Mammo (2007), as cited in (Nutman, 2019), radio broadcasting was introduced to Ethiopia with the arrival of fascist Italy, and after the victory, it was handed over to the government. Following that, there were four big radio stations. The Ministry of Information supervised the stations in Addis Ababa, Asmara, and Harari. The other was Besrate- Gebriel.

Tsigereda (2019) also stated that Emperor Haile Selassie founded radio broadcasting in Ethiopia in 1933. Since its inception, radio broadcasting has played an important role in disseminating information to the general public, contributing to the country's overall growth.

It can be seen that the Ethiopian broadcast media sector is currently in development. Despite the lack of quality at the news and program level, many private and public broadcast media have joined the sector.

Afro FM (105.3), Ahadu FM 94.3, Besrat FM 101.1, EBC Radio 93.1, Ethio FM 107.8 Fana FM98.1, FM Addis 97.1 Sheger FM 102.1 and Awash FM 90.7 are among radio stations in Ethiopia. In addition to the above, there are various FM stations in the regions and several community radio stations.

It is clear that there are changes in the country in the television sector as well. There are many private and public television stations Ethiopia. The details are covered under the heading Television Ethiopia

2.3.2.2. Print media

Ethiopia is not new to the print media. It has been 118 years since the publication started in the country. According to press reference (2021), the first medium to be adopted was a weekly newspaper written in French by a Franciscan missionary in Harar (La Semained' Ethiopie, 1890).

The title of the journal was changed to *Le Semeurd' Ethiopie* in 1905. In 1895, the first Amharic newspaper, *Aemero*, a four-page weekly, was published. The first issues were written by hand. *Melekete Selam*, *Yetor Wore* ("War News"), and other weekly newspapers appeared between 1912 and 1915.

During the era of Emperor Haile Selassie, these print media were, for the most part, under the control of the government, and were subject to official censorship and string-pulling. *Berhana Selam Printing Press*, a new, almost monopoly government-run institution, was established in 1965. The Printing Press assisted in the publishing of two national weekly newspapers, *Addis Zemen* (New Era) in Amharic (1941) and the *Ethiopian Herald* in English (1943). These two acted as the state's primary official press organs and the primary source of knowledge for literate citizens.

In September 1974, a military faction known as the Derg seized power from Selassie and arrested him, citing his incompetence in domestic affairs (particularly in dealing with an early-1970s famine that ravaged parts of the country). Major Mengistu Haile Mariam, a Derg member, formed his own leadership within the organization in February 1977, following a shootout between his supporters and those of his main rival, Tafari Banti, who died in the war. Mengistu then proclaimed himself chairman and began military rule over the country by 1977.

During Mengistu's 17-year rule, the government and party-owned publications *Meskerem* ("September"), *Serto Ader* ("Worker"), and the pre-Derg *Yezareyitu Ethiopia* ("Ethiopia Today") were issued, in addition to the previously mentioned *Addis Zemen* and the *Ethiopian Herald* (*Ibid*).

The printing press was limited until the passage of the Press Freedom Bill in 1992. Emperor Haile Selassie I founded Ethiopia's first newspaper and a few other publications; however, modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II (who ruled from 1889-1913) (*Ibid*). Since then, press freedom is respected and valued in Ethiopia. Press censorship and other restrictions of this kind are specifically banned."

Furthermore, "Any press and its agents shall, without prejudice to rights conformed by other laws, have the right to seek, obtain, and report news and information from any government source of news and information."

New, independent newspapers and magazines arose following the proclamation of the Press Freedom Bill, particularly in Addis Ababa. These provide minority perspectives that are frequently excluded from government-owned publications, but they suffer from poor fact-checking and censorship, as well as the government's refusal to allow representatives from non-official publications to attend press conferences.

The print media has been revived in Ethiopia since 1987. Many newspapers and magazines were published and distributed. But after the 2005 general election, things changed. Following the crackdown in post 2005 election, many journalists have been arrested. Many have fled the country. Newspapers and magazines have been shut down.

As a result of the largest crackdown on privately owned media since 2005, at least six newspapers have had to close in recent months, and about 30 journalists have fled abroad since the beginning of the year (Reporters without borders, 2014).

In 2018, Abiy Ahmed was sworn as prime minister of Ethiopia. As a result of Abiy's appointment, many speculated that Ethiopia's media landscape would change. For some time, Ethiopia has been a country without a prisoner journalist. But things did not turn out that way. Journalists jailed due to crisis in Ethiopia. Journalists in private print say they face intimidation. In the print media, Fiteh magazine is the only critic of the government at the moment.

The Reporter and Addis Admas are fairly balanced private newspapers. In addition to private ones, several government newspapers are published in Ethiopia Addis Zemen, Bariisaa, Addis Lisan and Ethiopian Herald are some of government owned newspapers.

2.3.2.3. Social media

Social media is a media sector that is generating a large number of users. There are a large number of social media users in Ethiopia. In January 2020, there were 6.20 million social media users in Ethiopia, according to Simon (2020). Between April 2019 and January 2020, the number of Ethiopians using social media increased by 237 thousand (+4.0%). In January 2020, Ethiopia had a social media penetration rate of 5.5 percent. The majority of users are between the ages of 25 and 34 (Saffer, 2012). Since Facebook is the most common medium, it has a wide range of influences.

In Ethiopia there are many users who are using different social media sites. There are several people in Ethiopia who use various social media sites. However, Facebook has a large potential audience.

Stat Counter (2020) noted that in Ethiopia Facebook users are 39.94% from total internet users. Twitter has 36.71% users. YouTube has 10.9% customers. Pinterest has 10.45% visitors. In addition Instagram and Reddit have 1.31% and 0.28% users respectively. Women account for 31.1 percent of Facebook users in Ethiopia. Men represent approximately 68.9% of users (Data Reportal, 2020).

In addition to everyone else in Ethiopia, media and institutions use social media. The media use Facebook, Twitter, YouTube and Telegram to deliver news and programs to their audiences. However, they have the highest number of followers on Facebook.

2.4. TV in Ethiopia

The Organization of African Unity (OAU) was established in 1963, and the first television broadcast was limited to Addis Ababa and the surrounding areas. The media, on the other hand, has diligently represented the government that owns it while ignoring the general public (Ibid). EBC (formerly ERTA), Ethiopia's national public broadcaster, began broadcasting in 1963 as the country's first television station. In recent decades, the broadcaster has launched a number of regional stations and channels that broadcast in a variety of languages.

Currently, there are many private and public television stations in Ethiopia. Most deliver 24-hour news and programs to the audience. Famous television stations in Ethiopia include Fana Television, Ethiopian Broadcasting Corporation (EBC), Amhara Broadcasting Corporation (Amhara TV), Oromia Broadcasting Network (OBN), Ethiopian Satellite Television (ESAT), African Renaissance Television Services (Arts TV), Nahoo TV, Asham TV and Walta. There are also satellite TV stations broadcasting from abroad. Addis Television is one of the state-run media outlets that broadcast local programs and news.

2.4.1. Brief background of Addis Television

The Addis Media Network (AMN) was established in 1992. Until 1997, the department was housed in the office of the city administration's Culture and Communication Bureau (Abu, 2019).

It started operating as an autonomous institute as an agency by publishing Addis Lisan, a pocket size (A5) magazine called Addis Metropolitan, a radio station called FM 96.3, and a television channel called Addis TV. Currently, Addis metropolitan magazine is out of the print and distribution market.

AMN was established by proclamation no 20/2009 with the aim of fostering mutual understanding between the city government and residents by disseminating accurate and up-to-date information, contributing to national consensus on major national issues, and encouraging the public to freely express and exercise their freedom of thought in accordance with the law.

Furthermore, the aim of the AMN is to play a supporting role in the city government's economic, social, and good governance building efforts, as well as to encourage further strengthening of the democratic culture.

2.5. Social media influence on TV newsroom

Social media has come in a different form. Among these unique characteristics are decentralized, two-way communication, beyond state control, democratizing, promoting person conscious and individually focused. These characteristics set modern media apart from conventional media, which have the opposite characteristics (John &Foss, 2008).

New media creates a new sense of personalized communication that is more engaging and innovative. It is a fluid and complex knowledge environment that encourages humans to learn new ways of knowing and, as a result, participate in a more interactive, democratic, and mutually sharing world.

The digital media creates virtual meeting places that extend the social world, open up new avenues for knowledge, and encourage people from all over the world to share their perspectives.

People want to be kept up to date on current events. Post a status update or a photo as soon as news breaks to keep your audience updated (Loo, 2011).

The number of people engaging on media platforms is currently poor, or the interactions in comments are negative and don't add much value. One of the reasons journalists use Facebook to increase contact is because of this. And it's working with a lot of media outlets. Another factor is traffic congestion. Though Google continues to drive the majority of traffic to news sites, Facebook is becoming increasingly important.

Facebook is often used by many journalists and media organizations for a number of other purposes. These are breaking news, finding sources, crowd-sourcing topics or ideas, having behind-the-scenes content, creating community and for interview.

Consumers prefer multimedia, such as video and images, when it comes to Facebook marketing. Since a journalist's job is to write, it's beneficial to go beyond the written word and show readers exactly what the journalist is reporting. Journalists use Facebook to share their own opinions and analyses about education, politics, sports, and other activities (Drell, 2011).

People with access to the internet may receive news more quickly than a traditional print Newspaper. Twitter, Facebook, and other similar sites allow for the rapid spread of information between users.

Reading the news becomes an interactive experience for readers. Instead of simply looking through a printed copy of a news article, a reader can now go online, read the article there, and be presented with videos to enhance the message of the story. Discussion boards also open up the news story for review and criticism, and provide readers with a platform to share their opinions on the piece or the topic it is about (Wiebalcket al, 2012).

Fast-developing technology has fueled a knowledge revolution in recent years. The internet, new media, and digital broadcasting are sweeping away the constraints of the analogue era, losing the grip of government-controlled networks. The essence of the broadcaster's relationship with its audience is shifting. In this information age, new media offers an instantaneous, insightful, intelligent, and interactive forum for debate and discussion.

The news industry is undergoing a transformation, moving away from old ideas and adopting new ways of disseminating knowledge. The way news articles always referred to a time and place set the time in the past; you might identify news from the way news articles always referred to a time and place in the past. When broadcasting to a global audience, references to time have become outdated, because the news story has shifted. The modern media have also broken up old monopolies due to the temporality factor (Agboola, 2014).

People's experiences of news, particularly on the internet, have become a common social experience as people exchange links in emails, post news stories on their social networking site feeds, highlight news stories in their Tweets, and haggle over the significance of events in comment threads as a result of the Internet's arrival. For example, more than eight out of ten online news readers receive or exchange links in emails. The emergence of the internet as a news source has played a key role in these shifts.

According to Nord and Olsson (2015), the widespread use and power of social media has an impact on all news media organizations today. News reporters are very active on social media sites, and newsrooms scan social media material for news and other programs on a regular basis.

Social networking can have a variety of effects on newsroom operation, and it can be viewed as both a facilitator and a potential threat in terms of existing newsroom policies and guidelines, depending on the editorial policy of the media house.

Previous research has shown that Facebook has an effect on the news media. According to Wagari (2018), Facebook has an effect on television news production by either feeding updated news or destroying it. It presents a particular challenge in terms of deciding the news perspective. The old-style concepts of news gathering and broadcasting procedure used in the mainstream media for providing breaking news were modified by social media, especially Facebook.

Concerns have been raised about content and accuracy, as well as the rise in workload and news making stress caused by social media, the competitive world of breaking news generated by Facebook, and the journalist's age and experience (Ritter, 2018).

Despite the use of social media by reporters in their everyday news gathering operations, (Ferdinand, 2015) claims that there are still concerns regarding the authenticity of news obtained from such media. And when it comes to official media company social media accounts, the amount of checks and balances in place is inadequate or ineffective.

Hanley (2014) noted that social media has had a major impact on local television news organizations. Social media has a significant impact across the United States, especially in Philadelphia. In comparison to its rivals, social media has shown that incorporating this medium into everyday practice is critical for a local television station's survival.

Journalism has been influenced by social media and will continue to be influenced in the future. Although several facets of journalism have been debated, social media has highlighted three important areas: the public's confidence in the media, the value of local news organizations and their chances of staying in print, and the way news is and will be covered using social media (Harper, 2010).

The expanded use of social media by journalists has resulted in a host of new ethical considerations. The inclusion of a journalist's personal and professional presences on social media and social networking platforms is one of the most hotly debated ethical issues .

2.6. Theoretical frameworks

The main purpose of this study is to examine the influence of the social media, particularly Facebook on newsroom decision making at Addis Television. More specifically, this research tried to scrutinize how much Facebook influences the newsroom decision making at Addis TV. It also investigates how Facebook affects the traditional ways of news gathering and reporting in Addis TV. Furthermore it examines how editorial team evaluates social media news from editorial perspectives. As a result theoretical argument of agenda setting theory was discussed.

2.6.1. Agenda Setting Theory

According to Alvernia University (2018), agenda setting theory refers to how the media's news coverage decides which topics becomes the object of public attention. As a result, there are three different forms of agenda setting:

First, Public agenda setting: when the public determines the agenda for which stories are considered important. Second, Media agenda setting: when the media determines the agenda for which stories are considered important. Third, Policy agenda setting: when both the agendas influence the decisions of public policy makers.

The agenda setting theory is a theory that looks at how the media can push some topics to the top of the public's priority list. The key priority or primary topic that the members of society or the general public are concerned with is referred to as the public agenda (Zain, 2014:2).

The standard issue in agenda setting research until the 1970s was “who sets the public agenda?” The new issue in the 1980s was “who sets the press agenda?” Exchanges with sources that provide information for news reports, regular interactions among news organizations, and journalism's norms and practices all contribute to the pattern of news coverage that sets the media's agenda. Since the press is the ultimate arbiter of what goes on the news agenda, of which incidents and topics will be covered and how they will be reported, the latter is at the heart of these factors of control. As journalists track journalists and news organizations follow suit, the power norms are increasing. Public officials are prominent on the agenda of external outlets (McCombs and Valenzuela, 1972:48).

Traditional agenda-setting models hold that the mass media influences public opinion by drawing attention to and stressing the importance of certain issues, according to Jessica Feezell (2017). Increased selectivity and audience fragmentation, however, pose a threat to the mass media's traditional agenda-setting power in today's digital media landscape. In light of this transition, the use of social media for entertainment and information is a significant trend to remember.

Social media is extremely common among today's youth and has a significant influence on them. Previous media theories such as Uses and Gratifications, Cultivation Analysis, and Media Ecology Theory suggested new approaches for media to be used and influenced. Established behavioral and media theories pose new obstacles as a result of the emergence of social media (Moreno and Koff, 2016).

One of the most important study areas of communication science is agenda-setting theory. It is, however, not an established theory. Recent big data studies have provided apparently

conflicting findings. Although some results support McCombs and Shaw's original model (i.e., the media set the public agenda), others show how influential social media can be in setting the media's agenda, a phenomenon known as reverse agenda-setting (Diógenes and Rafea, 2016). Control the public agenda by leading viewer interest, and perceived relevance, to those topics." However, in today's digital media climate, increased selectivity and audience fragmentation pose a challenge to the mass media's conventional agenda-setting control. The use of social media for entertainment and information is a significant development to recognize in light of this change.

In the post-broadcast media environment, we see a declining audience for conventional mass media in the face of rising media choices and customer preference. This climate limits the mass media's long-standing ability to help set the national agenda and foster broad consensus on critical social issues. Instead, we're hearing more and more about fragmented and self-contained media ecosystems, some of which are of dubious quality, which restrict the public's capacity to objectively assess the world around them and the problems that affect society as a whole (Ibid).

However, the agenda-setting hypothesis has a number of flaws, one of which is that it is difficult to quantify. In defining a causal association between public prominence and media attention, research on the hypothesis has been largely inconclusive. And, in 2018, with the global reach of the internet and social media, where almost everyone can find news they want instead of being restricted to one or two outlets, persuading others that the mass media sets the agenda is more difficult.

Furthermore, the principle does not apply to people who have made up their minds. For example, despite multiple convincing evidence to the contrary provided by the media, someone might assume that his or her elected official was the best candidate for the job.

2.6.2. Technological Determinism Theory

Technological determinism is the idea that a society's technology determines its cultural values, social structure, and records. It Consistent with the idea, social development follows an inevitable path this is pushed through technological innovation.

Technological determinism has two vital principles. These are that technological development itself follows a predictable, traceable path that is past any cultural or political have

an effect on; and that the era in flip organizes society in a manner to in addition increase itself (wiki, 2018).

Technological determinism (TD), in reality placed, is the idea that technology has crucial consequences on our lives. This concept figures prominently inside the famous creativeness and political rhetoric, as an example in the idea that the net is revolutionizing economy and society. TD has additionally had an extended and debatable history within the social sciences in preferred and in agency studies specially. Critics of TD argue variously that technology itself is socially determined, that technology and social structures co-evolve in a non-deterministic, emergent system, or that the effects of any given generation rely specifically on how its miles applied which is in flip socially decided. Given the proliferation of new technology in current capitalism, the TD debate is always renewed (Adler, 2006).

Technological determinism is the notion that generation is the predominant initiator of society's transformation. The emergence of this principle is normally attributed to the American sociologist Thorstein Veblen, who formulated the causal link the various eras and the society. In keeping with the supporters of technological determinism, any social modifications are controlled with the useful resource of the generation, technological development, communications technology, and media (Tomas, 2017).

Modern theories that emerged from the function of the media and the character of its have an effect on several societies. Marshall McLuhan says that the "content material" of the media cannot be appeared independently of the era of the media itself. How the media institutions present the subjects, and the goal market to which their message is directed, have an impact on what those strategies say, however, the nature of the media that someone is attached to makes societies extra than the content material of the communication (Zaeid, 2020).

2.6.2.1. Technological Determinism Theory and New Media

In keeping with the supporters of technological determinism, any social adjustments are managed with the aid of era, technological improvement, communications generation, and media. Nowadays, we will pretty confidently say that the internet and the character of recent media are fundamentally changing the structure of society.

The growth of computers, networks, and the internet has extensively changed many elements of no longer only human communication however additionally the entire society's existence. The growing reputation of new media has changed the nature and the manner our society and the man or woman's act – the way we do the purchasing, recruit personnel, pay taxes, use the library, gain academic ranges and teach ourselves. Through a philosophical evaluation, the text examines the nature of modern-day technological determinism, the features of recent media, and the approach they use to affect the advent and distribution of facts and expertise in the education manner (Tomas, 2017).

Communication era has highly changed the way we ship out messages and get hold of them from the alternative. Verbal exchange obstacles are removed and the sorts of communication have been converted substantially. For the past centuries, the development of generation has performed a essential function in enhancing and moving the approaches sure activities are was achieved, particularly human sports. There were discussions regarding of the impacts wherein technological improvements impose at the development of society's cultural values and norms; such perception is known as 'Technological Determinism'. Various social evolution theories have also been noted likewise by illustrating an instance of the creation of social media which enabled us to hook up with others whenever and anywhere. However, such modifications in conversation additionally caused much less actual human interactions, face-to-face conversations. The value of social interactions step by step declines while the usage of social media will increase always. Certainly, social media which is a technological innovation has brought humans nearer as well as accidentally remote the society. Therefore, technology itself does have a dominant force over the formation and scalability of human sports.

According to Khan (2020) the media of social networking exactly play the equal role attributed with the help of McLuhan with quantity, game, cash at the side of conventional media of radio and TV. Social Media (SM) customers make use of equal programs and undertake almost comparable activities that flip them right into a homogeneous mass. Likewise, online profiles reflect identity functions and also the maximum of them consume SM to possess fun. SM connects humans throughout cultures, religions, and obstacles and allows them to desire members of an unmarried network. SM has now not handiest transformed the world right into a little village but also fashioned every factor of human social life.

Twitter and Facebook messenger the cell model all make sure that we're stressed whether or not we're sitting in a very bedroom on a surprising sunny day or standing out door beneath the torrential rain. A world where humans can handiest be online from behind a computer is long gone hence more sociability (Richard, 2007).

Therefore, in addition to the agenda-setting theory, technological determinism theory is useful for this research. Communications technology and the media have a direct relationship. To study the influence of new media on mainstream media, technological determinism theory is significant.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents methods of the research, data collection instruments, sampling technique, procedures of data gathering, data analysis and presentation and ethical considerations that were applied in the thesis. Generally, to achieve the aim of the research the following methodological approaches were employed.

3.1. Qualitative research design

In this thesis qualitative research approach was employed. The qualitative research approach used because this approach is more important to study the influence of social media on newsroom decision-making.

Maxwell (2012) states that qualitative research design (interactive approach) has a flexible structure as the design can be constructed and reconstructed to a greater extent. Also, this research approach is flexible in terms of collecting, interpreting and analyzing data.

In addition, qualitative research is a realistic, interpretative approach concerned with understanding the meanings which people attach to phenomena (actions, decisions, beliefs, values etc.) within their social worlds. The way of this approach is in which people being studied understand and interpret their social reality. Qualitative methods are used to address research questions that require explanation or understanding of social phenomena and their contexts.

Moreover, this method allows the researcher to have the opportunity of collecting data directly from the participants through direct encounters with individuals, through one to one interview. Furthermore, qualitative research design is the best method to describe the characteristics of particular individual or group (Kothari, 2004:37).

Kumar (2018) noted that in these types of research issues and subjects covered can be evaluated in depth and in detail. Third, data are based on human experiences and observations and, it is a flexible approach to follow unexpected ideas during research and explore processes effectively. Because of the above reasons this thesis will be employed through Qualitative research method.

3.2. Sampling Techniques and Procedures

To examine the influence of social media on newsroom decision making at Addis TV, purposive sampling technique was applied. Because, purposive sampling is a technique widely used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources. This involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest (Cresswell & Clark, 2011).

Wimmer and Dominick, 2011, as cited in Wagari,2018,p.50), “Purposive samples are used frequently in mass media studies when researchers select respondents who use a specific medium and are asked specific questions about that medium.”

Therefore, Purposive sampling was used to conduct this study. In this study the researcher used all available sources that are closer and relevant to the matter. From the whole staff of Addis TV only editorial team members were selected. Because, the editorial team is the highest decision making body in the newsroom; therefore, respondents were selected purposely. Furthermore, documents are selected purposely from Addis TV’s Facebook page and archive room.

3.3. Data Sources

Relevant data were collected mainly from two sources namely; primary and secondary data sources. The primary data collected through interview, directly from respondents. The secondary data obtained from only published materials. The main sources for the secondary data are books and previously conducted related researches.

3.4. Data gathering Tools and Procedures and Sources

3.4.1. Primary Sources

3.4.1.1. Interview

The tool of data gathering use in this thesis is interview. A semi-structured interview conducted for this thesis. Semi-structured interviews involve a series of unlisted questions based on the topic areas the researcher wants to cover. The semi-structured nature of the question defines the topic under investigation but provides opportunities for both interviewer and interviewee to discuss some topics in more detail. In semi-structured interviews, some questions are predetermined and asked all candidates, while others arise spontaneously in a free-flowing conversation. Subsequently, it is a kind of flexible interview method (Cooke, 2005).

The interview conducted to get information directly from Addis TV news room decision makers. The questions prepare in English and then translated to Amharic to make clear for the respondents in expressing their opinion in a simple manner. The number of editorial members interviewed was Nine. The interview was take place from April 2021 until the end of May 2021. The detail of the interviewee is stated in Appendix part of the study.

3.4.1.2. Focus Groups

Two focus groups discussion was conducted. Five persons were participated in the first group. The number of participant in the second group was four. The focus groups were arranged based on work experience of the editorial members. The purpose of the discussions was to consolidate the results of the study, increase the credibility of the results, get enough data, and get different perspectives from editorial members.

According to Abawi (2014:15) a focus group is a structured meeting with the aim of eliciting discussion on a particular subject. The discussion in a focus group is led by a facilitator who asks questions and the participants reply with their ideas and opinions.

The researchers can cross-check one person's opinion with the other opinions gathered in a focus group discussion. A well-run and facilitated focus group is more than just a question-and-answer session. Members of a group are more accessible in a group environment, and the

dynamics and interaction within the group can increase the quality and quantity of knowledge required.

Focus group data collection method is a vital to consider the respondents' thoughts and views. It includes posing open-ended questions to a number of individuals. Also it is important to get very detailed information, cost effective and gives speed and efficiency in the supply of results for the researcher. It is important to obtain sufficiently accurate information that is both cost-effective and provides the researcher with speed and reliability in the delivery of results (Sim, 1998: 345-352).

3.4.2. Secondary Sources

3.4.2.1. Document Review

To validate the data gained from interview and focus group discussions documents were review. This data was obtained from Addis TV's Facebook page, editorial decisions, lineup of daily news and other documents.

Center for Disease Control and Prevention (2009) stated that document review is a method of gathering information by going over existing documents. The documents could be internal to a program or organization (for example, records of what components of an asthma management program were implemented in schools) or external (for example, records of emergency room visits by asthma management program students).

Document review used for to get a sense of what's going on in the background, to see if the program is being implemented according to the plans, to gain data to assist in the development of other data collection instruments for evaluation.

In this case, the documents were interpreted to get what is mean by the data. Media content analysis as a way to shorten and analyze quantitative message through scientific method. Different scholars have expressed their opinion about media content analysis (Vreese, 2005).

Shoemaker and Reese (1996) stated Media content analysis could split in to behavior tradition and humanity tradition. Behavior tradition prioritizes the media effect by using scientific method, whereas in humanity tradition, the content analysis done by looking through

the media content and what they wish to deliver to the society and the culture where the media exist. Nevertheless, this matter was not the focus of the study.

3.5. Subjects of the Study

The goal of conducting this research was to know the influence of social media on newsroom at Addis TV. Accordingly, the subjects of the study are Addis TV newsroom editorial members in the newsroom. The editorial team has 12 members. Therefore, these members were the focus of this study.

3.6. Method of Data Analysis

The researcher used two major types of qualitative research data analysis methods. These methods are narrative analysis method and content analysis method. Since these two approaches are critical for analyzing qualitative data derived from primary and secondary sources, they must be used together. The narrative analysis approach used to examine primary data sources. The data collected through interview and focus group discussions analyzed by using narrative analysis method.

According to Sunday (2017), narrative analysis method allows transcribing experiences of the respondents. The researcher has to sort-out and reflects the data and the idea of respondents enhances them and presents them in a revised shape to the reader. The main activity in narrative analysis is to reformulate stories presented by people in different contexts and based on their different experiences.

While, the data gathered from documents analyzed through content analysis method. In this case, the documents were interpreted to get what was meant by the data. Media content analysis as a way to shorten and analyze quantitative message through scientific method. Different scholars have said different things about media content analysis.

Media contents should be analyzed from the aspect of medium, technique, message, source, reference, and the context to find the meaning of a certain message. In this case, data are based on human experiences and observations. As a result they are more compelling and powerful (Kumar, 2018).

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS OF FINDINGS

4.1. Introduction

This chapter focuses on presentation and analysis of research findings. The presentation and analysis of the research findings included influences of Facebook in the newsroom decision making at Addis TV, the influence of Facebook on traditional ways of news gathering and reporting in Addis TV and the way as to how the newsroom editorial team evaluate social media news from editorial perspectives. The discussion in this thesis is validated by related literature review.

4.2. Interview Data

All media outlets have their own editorial policies. Although they have different objectives, they all have their own rules and regulations. The editorial policy of the media is the basis of everything. Information to be covered by news and which news should be covered and disseminated is determined by the editorial meeting.

As stated in introduction part of this study Addis TV was founded under proclamation no 20/2009 with the goal of fostering mutual understanding between the city government and residents by disseminating accurate and up-to-date information, contributing to national consensus on major national issues, and enabling the public to freely express and exercise their freedom of thought in accordance with the law.

Furthermore, the aim of the Addis TV is to play a supporting role in the city government's economic, social, and good governance building efforts, as well as to encourage further strengthening of the democratic culture.

Therefore, Addis TV has a strict editorial policy to fulfill its purpose and to uphold the laws of the land. The media editorial staff is one of the key enforcers of the editorial policy. The Addis TV editorial meeting is held once a day. Every day at 3:30 pm., the editorial board meets and decides which events should be covered and which are not.

This group also decides on the prime-time news broadcast at 7:30 pm. The team determines the news that will be broadcast on the newsroom and assigns a reporter, camera person and transport. Reporters are assigned to news outlets based on their qualifications. Political issues reporter, business reporter, sports and others are assigned by editorial discussions and decisions.

The Focus group discussion participants said that the news posted on Facebook was exerting pressure on editorial decisions. They say the burden is on all shows, but the newsroom is high.

The problem is around the time of the news. Various officials post information on Facebook. Organizations and government agencies share news on their Facebook pages. An order will be issued by the Superintendent to disseminate this information. So, with the exception of professional news made by journalists, the news collected from Facebook fills the news hour (Interviewee, 08).

Of course, taking news from Facebook is a good opportunity. It is also common in other countries. The following study also shows that Facebook has become a source of news for Television stations. Paulussen and Harder (2014) found that in mainstream news, social media is increasingly being used as a source. However, although previous study has primarily focused on the usage of social media in specific contexts, such as breaking news coverage, crisis news events, or election coverage, less attention has been paid to journalists' ordinary, day-to-day monitoring of social media platforms.

We consider the importance the news before broadcasting for the audience. According to our editorial policy, we only produce news that benefits the country and the people. As a government media, we have to include the views of government officials. Primarily, our media and editorial policy focus area is Addis Ababa city. We support the dream of creating a modern Addis Ababa. The city will grow only when there is peace. There was war at that time, and there were reassuring news. We don't care about the science of journalism if the news is good for the country and the community. Since the editorial policy is known by default, the editor can decide whether the news should be broadcasted or not (Interviewee, 05).

But there are other ideas that were raised and discussed. The members of the editorial team who participated on focus group discussion said that there are no clear rules of what kind of news should be broadcasted. This has led to personal interests.

This kind of Facebook effect is not an editorial problem. The editor-in-chief of the day may be incompetent. If there is hot news; it can be taken from Facebook. It was possible to take the news from Facebook and edit it (Interviewee, 02).

Lysak et al. (2012) asserted that Facebook and Twitter in the newsroom: How and why local television news is getting social with viewers? Stations are using social media to communicate with news consumers and raise their newsrooms' visibility in the community, and they're pushing their news employees to have their own social media accounts. Stations also claim that their newsrooms are using social media to obtain information, however the usefulness and dependability of information collected this way is debatable.

News gathered and reported through traditional way are strong than news taken from Facebook pages. They editorial team debate and discuss on issues before covered. The idea grows with discussion. A better angle is chosen .Then it will be good news. But news from Facebook does not give this opportunity (Interviewee, 08).

According to Interviewee, 01, the editor and member Addis TV's editorial team, the editorial does not review news on the Facebook page of senior government officials. News posted on authorities and government agencies Facebook pages will not meet the news values. However, the information is reported as news because it is deemed to be good news in terms of the message.

In addition to the Facebook page of government officials and government institutions, Addis TV also received a lot of news from other pages. The main are Addis Ababa City Administration Mayor's Office Facebook page, Deputy Mayor Adanech Abebe's Facebook page, Fana Broadcasting Corporation's Facebook page and Ethiopian Broadcasting Corporation's Facebook page are the main sources.

Since these Facebook pages are government institutions and Addis TV is a government media outlet, it is difficult for the editorial team to review news posted by this institution from an editorial point of view. Thus, the editorial team didn't evaluate these social media news from editorial perspectives (Interviewee, 08).

According to Nord and Olsson (2015), the widespread use and power of social media has an impact on all news media organizations today. News reporters are very active on social media sites, and newsrooms scan social media material for news and other programs on a regular basis.

The Technological determinism theory and this finding have similar concepts. According to this theory, the growth of computers, networks, and the internet has extensively changed many elements of no longer only human communication.

Social networking can have a variety of effects on newsroom operation, and it can be viewed as both a facilitator and a potential threat in terms of existing newsroom policies and guidelines, depending on the editorial policy of the media house.

This is putting pressure not only on the editorial decision but also on other issues. These issues are the lack of interest of audience for the news, the lack of competition, the lack of news coverage and the waste of resources in Addis TV. Because a news reporter is assigned to cover events but the news was taken from other media outlets and the Facebook page of the authorities.

The newsroom's decision is influenced not only in Addis TV but also in other media outlets around the world for a variety of reasons. One of the most challenging issues in the current editorial decision and in the newsroom is social media, especially Facebook.

Today's news media are affected by the widespread use and influence of social media. Journalists are very active on social media sites, and news agencies track social media posts for news purposes on a daily basis. Social media content and capacities have an effect on newsroom efficiency, newsworthiness, and news dissemination, but the most important factors for news media departments are their relationships with their audiences (Nord and Olsson, 2015).

If it is accurate and up-to-date, taking news from Facebook may not cause significant problems. Using Facebook news directly for the main stream media poses another problem. The person who wrote the news on Facebook can delete the post and edit it. The writer can add additional ideas. He/she can mislead numbers and facts. At other times, it may be a matter of litigation. This will make the media accountable.

Addis TV has faced similar problems with Facebook news from other media outlets and information from official and institutional pages. In the past, it was the media that made the

agenda. Now the media is accepting the agenda from Facebook. This situation has put many media outlets under influence. After we took the news from other media they deleted it because they were made a mistake (Interviewee, 04).

Traditional agenda-setting models hold that the mass media influences public opinion by drawing attention to and stressing the importance of certain issues, according to Feezell (2017). Increased selectivity and audience fragmentation, however, pose a threat to the mass media's traditional agenda-setting power in today's digital media landscape. In light of this transition, the use of social media for entertainment and information is a significant trend to remember.

The editorial team does not have the opportunity to review the Facebook news. The news will be broadcast on television if the government wants it. If the government does not want it, it will remain. If the issue is wanted by the government, it may not have the necessary video and photo, but it will be aired (Interviewee, 09).

Journalism has been influenced by social media and will continue to be influenced in the future. Although several facets of journalism have been debated, social media has highlighted three important areas: the public's confidence in the media, the value of local news organizations and their chances of staying in print, and the way news is and will be covered using social media (Harper, 2010).

Generally, Facebook affected the way of traditional ways of news gathering and reporting method in Addis TV. The editorial has didn't developed a system for reviewing Facebook news. As a result, there is no consistent news converge from Facebook. If an official posts news on Facebook, it will be broadcast on new TV. The news broadcasted on Addis TV prime time does not meet the news features.

Furthermore, Facebook puts a strain on not only the editing choice, but also other difficulties. The challenges of Addis TV are a lack of audience interest in the news, a lack of competition, a lack of news coverage, and a waste of resources.

Besides, Facebook has not only had a negative impact on the Addis TV editorial's decision. Facebook has brought some positive benefits. It has been used to quickly share news, reduce transportation costs, and cover many events.

Facebook is becoming a major challenge for media and editorial decisions. Breaking news is widely disseminated on Facebook. Individuals post big news on Facebook. Institutions share most of the news on Facebook. In addition senior government officials address their message via Facebook. This influenced the newsroom decision making (Interviewee, 02).

Interviewee 05 says “the emergence of Facebook is putting a lot of pressure on the decision of the Addis TV news department and the editorial team decision making. Facebook is putting a lot of influence on the newsroom and its editorial decisions in Addis Television. It affects the content, quality and quantity of news. It is difficult to work in the future as usual .We have to modernize our news gathering and reporting style.”

Finding for this study is similar to the 2014 study in the United States. Hanley (2014) also stated that social media has had a significant impact on local television news companies. Social media has a significant impact across the United States, particularly in Philadelphia. In comparison to its competitors, social media has proved that incorporating this medium into daily practice is critical for a local television station's existence. Local television news agencies and social media seemed to have forged an alliance, with each medium feeding the other.

That is why the influence of Facebook on newsroom decision making can be understood in two ways.

Firstly, Facebook prevented project news from being broadcasted on time. When Facebook news broadcasts, other event and project news will not be aired due to the perishing quality of the news. As a result, resources and time are wasted. The next day, the news will be too late to be broadcasted. Thus, the media's popularity and reliability will decrease. Secondly, Facebook has served a positive role in that it served as an alternative source of news. In this case, it is not possible to be a competing media just by deploying a journalist. It is important to use different data collection options. Therefore, it is possible to take news from Facebook and get news that is not accessible to journalists (Interviewee, 07).

Based on the data obtained by the interview, the above data needs to be cross checked. The interviewees said that Facebook have been influenced Addis TV newsroom decision making during the war between federal government and TPLF.

Facebook's influence on traditional media and newsroom decision making is growing. As a result, the media is facing a test of competition. Taking news from Facebook is not a problem by itself. The options that come with it must be considered (Interviewee, 03).

Previous studies in the field have also shown that Facebook has influenced traditional news coverage style. Due to the rise of social media, information spread far more quickly. The nature of the internet allows for information to flow freely, with little to hinder its progress. This, combined with the ever-growing popularity of smart phones, has allowed for the rise of citizen journalism and public produced news content. But this comes at a cost; the media now has an incentive to pick up news as quickly as possible, despite its lack of verifiability (Razak and Zakaria, 2018).

The influence is on the cost and the competition. It takes a long time for reporters to record the news. The media bureaucracy is difficult. It is difficult to reach the media office and deliver the latest news as it is difficult to transport in Addis Ababa road facility. Addis TV could not be the primary source of information at this time, so viewers' interest in the media was waning. This influence is occurred due to Facebook (Interviewee 01).

In this case, the media will use its own options to compete. It will take news from other media's Facebook page, the official page and the Facebook address of companies. This is causing a lot of major problems.

First, transport costs and journalist's time is wasted. Second, news from Facebook lacks news values and quality. Third, the media may be subject to legal action as the first source can edit or delete the news from the Facebook page (Interviewee, 06).

In addition, the content, format and angle of the news broadcast on all media will be the same. As a result, the media provide boring news and content to the audience, which has turned the audience into a choice of entertainment television stations.

There are also key informants who oppose the idea that Facebook is putting too much influence on Addis TV's editorial decision and news reporting.

When news is taken from Facebook, whether or not it is fake news is verified from different sources and methods. Only when the news is essential, valuable to the people, and significant to the country is broadcast on television. So, Facebook does not affect us hundred percent (Interviewee, 07).

But Matt Ritter (2018) found that Facebook is creating is a great deal of concern. Concerns have been raised concerning quality and accuracy, as well as the rise in workload and news making stress caused by social media, the competitive climate of breaking news produced by Facebook, and the journalist's age and experience.

Interviewee 08 says “there is an unwritten rule that the information that government officials and government agencies post on Facebook must be covered as news on Addis TV. A number of news items, such as the one below, were found in the study.”

The editor of the day selects news from Facebook and broadcasts it on television. The editor makes a decision, taking into account the advantages and disadvantages of using the news from Facebook. In doing so, the editor is relying on the editorial policy of the media. However, there will be inevitable Facebook news. News from the Addis Ababa City Mayor's Office, the Prime Minister's Office and Prime Minister Abiy Ahmed's personal Facebook page are mostly broadcasted on Addis TV television prime time.

The news was not broadcasted because the individuals were officials and the Facebook pages were owned by the government. But it's because we are confident in the information. Editing news taken from government agencies' Facebook pages and government officials' personal Facebook pages is unusual. This problem is because the editor makes self-censorship. Of course, government officials also want their ideas to be fully broadcasted without any type of edition (Interviewee, 09).

Another problem is that the news posted on the Facebook page of these individuals and organizations does not meet the news values. “News values, also known as news criteria, govern how much importance a news article receives from a media outlet and how much attention it receives from the public,” according to Jinsa (2007:1). News journalism has a set of values that

is commonly referred to as "newsworthiness." News values are not universal and might range greatly between cultures.”

One of the main points of news value is competition. Addis TV has not been able to compete due to news from other media outlets and companies' Facebook pages. Data from Key informants and documents Facebook approved Addis TV traditional news collection and reporting culture is highly influenced by Facebook. As mentioned in Chapter Two, Facebook is influencing traditional news collection and reporting culture. Nowadays, the ways of receiving and transmitting information are linked to social media and this created problems for the Addis TV editorial team.

Social media is affecting the way a local television news station presents information to its audience and how its audience in turn receives that information. Hanley (2014:1) confirmed that Within the next decade or so, social media will have made giant strides in the way local stations present their information and how that information is received by various stakeholder groups, making it virtually different from how information is presented and received today, as social media becomes more relied upon by businesses and all aspects of everyday life.

Everybody who uses Facebook can share news and information regardless of prohibition and results in information society that enjoys from the worldwide sphere brought with the coming of new media. Therefore, traditional media like television, newspaper and radio may face challenges to set the agenda and address their news and information.

Addis TV has not been able to broadcast fast news by gathering information in traditional ways. One of the best ways to solve this problem is a published news story on Facebook page of Addis Media Network before the news airs on prime time. Another issue arose as a result of this. As a consequence, the number of TV audience has decreased (Interviewee, 06).

In general, Facebook is creating an influence in newsroom decision-making and news coverage. Studies have shown that Facebook is influencing editorial decisions too. Editorial members who took part in the focus group discussion on this study also said that Facebook is pressuring them to make a decision. Accordingly, Facebook is affecting the traditional ways of news gathering and reporting in Addis TV.

4.3. Document Review Data

Editorial is the highest decision-making body in a media institution. It decides what needs to be done in the form of news. The editorial team generates ideas for project news and programs in addition to assigning news reporters and deploying people from camera department. The editorial team decides transportation issues. Live events are also determined by the editorial. It is generally the backbone of a newsroom.

The editorial team will be influenced by many factors as it is the highest decision-making body in the newsroom. Numerous studies show that Facebook is one of the online social media that is putting pressure on newsrooms and editorial decisions. According to Nord and Olsson (2015), the widespread use and power of social media has an impact on all news media organizations today. News reporters are very active on social media sites, and newsrooms scan social media material for news and other programs on a regular basis.

Addis TV is not a media outlet that is free from the influence of this social media. Documents from Addis TV revealed that Facebook is putting a lot of pressure on editorial decisions. This effect can be expressed in various ways: such as news collection, news selection news categorization etc.

Accordingly, the new media technology has become a challenge for the mainstream media. A military conflict erupted between the central government of Ethiopia and the Tigray People Liberation Front (TPLF) on 4 November 2020.

Local and international news agencies have covered a lot of news since the conflict erupted. Various Facebook pages were quick to share the news during the conflict that's pronounced by the government as measures taken to bring law and order in the country by counter attacking an "anti-peace" forces.

Addis Media Network also covered the war extensively across all media platforms Radio/Television and Newspaper. On 28 November 2020, EFG claims victory in the military measure taken against the "Junta" to the point of snatching the city of Mekelle, the capital of Tigray State, which was under the control of the military "Junta". Thus, news from the

beginning to the end of the war is analyzed as follows. This data was obtained from Addis TV's Facebook page, editorial decisions, lineup of daily news and other documents.

TABLE 1: Addis TV news report from 4 November 2020 up to 28 November 2020

Number of news approved by the editorial team	253	37
Number of news aired at 1:30 pm.	278	41
Number of news not broadcasted	63	9
Number of news taken from Facebook	67	10
Number of news taken from 6:30 am news hour	21	3
Total	682	100

Table 1 showed that out of the 682 of the sample, 253 (37%) of the news were approved by the editorial team. The number of news outlets reported on the news, however, was 278(41 %). The number of news stories taken directly from Facebook was 67(10%). More 21(3%) of the news was also taken from 12:30 am news hour of the day. As a result, 63(9%) of the news were not broadcasted on those days.

Because, the news taken from Facebook were accounts for 10 percent of all news broadcasted on Addis TV. This number is not small. In addition, on those days, 63(9%) of the news stories were not transmitted. Furthermore, news that was hot agenda on the social media was also planned, produced and broadcasted as project news.

Various data have been cross-checked to support this study. In addition to interviews and FGDs, news was reviewed. The Following are some of the news that was taken from Facebook without editorial team’s decision and broadcasted on Addis TV’s prime time news hour. On November 7, 2020, the following two news stories were broadcasted.

“ወንጀለኛ አካላት ዕርቅ እና ድርድር ፈላጊ በመምሰል ከሕግ የበላይነት ሊያመልጡ እንደማይችሉ ጠቅላይ ሚኒስትር ዶክተር አብይ አህመድ አስታወቁ። ዶክተር አብይ በይፋዊ የፌስ ቡክ ገፃቸው

እንዳስታወቁት የሚከናወነው አፕሬሽን ዓላማው፣ የሚገባቸውን ቅጣት ሳያገኙ ከገደብ አልፈው የቆዩትን አጥፊ ግለሰቦች እና ቡድኖች በሀገራችን ሕግጋት መሠረት ተጠያቂ ማድረግ ነው ብለዋል።”

“Prime Minister Dr. Abiy Ahmed has said that criminals cannot escape the rule of law by pretending to be reconcilers. According to Dr. Abiy on his official Facebook page, the purpose of the operation is to hold accountable individuals and groups who have gone beyond the limits without due process.”

The above is news has been aired without editorial discussion and decision. The editor of the day took the news from Prime Minister Abiy Ahmed's Facebook page and broadcasted it. Many such stories have been aired, but the editorial team does not review them in light of the Addis TV editorial policy. In addition, the news does not answer basic questions. One news item must answer the five questions to be called news. The Five Ws are questions whose answers are considered basic in information gathering

The Five Ws are a set of questions whose answers are regarded fundamental in acquiring information. Who, what, when, where, and why are the questions. In order to be classified as news, a piece of information must also meet the following criteria. The majors are unique, unusual, and noteworthy, thus the news must revolve on people.

According to the above professional standards, the news of Prime Minister Abiy Ahmed's announcement on November 7, 2021 is not news. It has not been updated and shaped in terms of the Addis TV editorial policy.

The following is an example of the news that the editor took from Facebook and broadcasted on 1:30 pm news hour on November 17, 2020.

“የመከላከያ ሰራዊት በትግራይ በምስራቅ እና በምዕራብ ግንባሮች ወሳኝ ድሎችን ተቀዳጀ።አዲስ ሚዲያ ኔትወርክ (ኔ ኤም ኤን) ህዳር 8/2013/ የኢትዮጵያ መከላከያ ሰራዊት በዛሬው እለት በትግራይ በምስራቅ እና በምዕራብ ግንባሮች ወሳኝ ድሎችን ተቀዳጀ።በምስራቅ ግንባር ራያ ሙሉ ለሙሉ ነጻ መውጣቱ የተገለጸ ሲሆን ጨርጨር ፣ጉጉፍቶ ፣ መሆኒንን ሰራዊቱ ነጻ ማውጣቱ ተገልጿል። በምዕራብ ግንባር ደግሞ በአዲ ነብራድ እና በአዲ ዳኔሮ የሚገኙ ከባድ ምሽጎችን በማፍረስ ሽሬን ተቆጣጥሮ ወደ አክሱም በመገሰገስ ላይ እንደሚገኝ የአስቸኳይ ጊዜ አዋጅ መረጃ ማጣሪያ አስታውቋል። በውጊያው እጅግ ብዙ መሣሪያዎች ከመሣረካቸውም በላይ ህወሓት ለክፉ ዓላማው ያሰለፋቸው የትግራይ ልዩ ኃይል አባላት በቁጥጥር ሥር

ውለዋል። የመከላከያ ሠራዊቱ የህወሓት ጁንታን በሕግ ቁጥጥር ሥር ለማዋል እየገሠገሠ ሲሆን የጁንታው ኃይል የመከላከያ ሠራዊቱን ክንድ መቋቋም አቅቶት ወደኋላ እየሸሸ መሆኑን ከአስቸኳይ ጊዜ አዋጅ መረጃ ማጣሪያ የተገኘው መረጃ ያሳያል።”

“The Defense Forces achieved significant victories in the eastern and western fronts of Tigray. Addis Media Network (AMN) November 17, 2020/ The Defense Forces achieved significant victories in the eastern and western fronts of Tigray. Raya was totally liberated by the East Front, according to the Ethiopian state of emergency fact check, and the army also liberated Cherecher, Gugufto, and Mahoni. On the western front, it announced that it was demolishing heavy fortifications in Adi Nebrid and Adi Daro and was moving towards Axum. A large number of weapons were seized during the fighting, and members of the TPLF's Tigray Special Forces were arrested. Defense forces are advancing to seize control of the TPLF junta, and information from the Emergency Proclamation shows that the junta is unable to withstand the force of the army.”

Addis TV journalists do not make the above news. It was taken directly from Facebook and broadcasted on Addis Television prime time. Addis TV aired the news without changing the format, adding or subtracting new information. This news was similarly posted on several media pages on Facebook.

The news will not be invalidated. News from officials and institutions on Facebook does not meet the news value. The news above does not meet the news values. News didn't mentioned when and which time the defense forces achieved significant victories in the eastern and western fronts of Tigray. But the editorial says balance, objective and usefulness and constructive are the guide line of Addis TV newsroom. Since the TPLF's position is not reflected, it doesn't meet the news principle of balance. Respondents said that such reports were made in the interest of the government, national security and editorial policy of AMN.

According to technological determinism theory communication era has highly changed the way we ship out messages and get hold of them from the alternative. So, the fact that Addis TV is taking a lot of news from Facebook shows that the traditional news system has changed and the way we receive information has changed due to technology development.

“በውጭ የሚገኙ ኢትዮጵያውያን “የሕወሓት ጁንታን” ሳያውቁት ከማገዝና ሀገራቸውን ከመገዳት እንዲቆጠቡ ጠቅላይ ሚኒስትር አቢይ ጥሪ አቀረቡ። አዲስ ሚዲያ ኔትዎርክ (ኤ ኤም ኤን) ጥቅምት 28/2013/በውጭ የሚገኙ ኢትዮጵያውያን “የሕወሓት ጁንታን”ን ሳያውቁት

ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ፣ ወንጀለኞችንም በማጋለጥ ገንዘባቸውን በባንክ በመላክ ሀገራቸውን እንዲጠቅሙ ጠቅላይ ሚኒስትር አቢይ አህመድ ጥሪ አቅርበዋል። "ስግብግቡ የሕወሐት ጁንታ ኢትዮጵያን ሲዘርፍ ነው የኖረው። የዘረፈውን ገንዘብ ለማሸሽ እንዲችል የውጭ ሀገር ገንዘብ መላኪያ መንገዶችን ይጠቀማል" ሲሉም ጠቅላይ ሚኒስትሩ በፌስቡክ ገጻቸው ገልጸዋል። ይህ ቡድን ኢትዮጵያውያን የሚልኩትን የውጭ ሀገር ገንዘብ ባሉበት ሀገር በመቀበል፣ ኢትዮጵያ ውስጥ ከዘረፈው ገንዘብ ከገበያው በላይ ይከፍላል ብለዋል። ቡድኑ የውጭ ምንዛሬውንም ወደ ተለያዩ ሀገሮች ያሸሻል ያሉት ጠቅላይ ሚኒስትር አቢይ፣ መንግሥት በእነዚህ አካላት ላይ ክትትል በማድረግ ወንጀለኞቹን እየያዘ ነው ብለዋል።"

"PM calls on Ethiopians abroad to refrain from aiding and abetting TPLF Junta. Addis Media Network (AMN) November 17, 2020/ Prime Minister Abiy Ahmed has called on Ethiopians living abroad to refrain from unknowingly aiding and abetting the TPLF Junta, exposing criminals and sending money to banks for the benefit of their country. "The greedy TPLF junta has been looting Ethiopia. The party will use foreign remittances to recover the stolen money, "the prime minister said on his Facebook page. This group has received foreign remittances from Ethiopians in their living countries and would pay more currencies than the market in Ethiopia. The group will launder foreign exchange to various countries, he said. The prime minster added that the government was monitoring the situation and arresting the culprits."

The above news is taken directly from Prime Minister Abiy Ahmed's Facebook page. He shares his feelings on Facebook frequently. Addis TV reports it as the news. But the information does not meet the scientific requirements of news.

The head of the media or the responsible one, who had previously seen the news on Facebook, called and ordered that the news posted on Facebook to be broadcast on Addis TV news prime time. Then the news will be downloaded from Facebook and broadcasted. This is not a problem in itself. The problem is that the news is transmitted without updates and without checking and confirming the value of the news.

"በንፋስ ስልክ ላፍቶ ክፍለ ከተማ ከሁለት መኖሪያ ቤቶች ውስጥ የተለያዩ የጦር መሳሪዎች መያዙን የአዲስ አበባ ፖሊስ ኮሚሽን አስታወቀ። በአዲስ አበባ ፖሊስ ኮሚሽን የንፋስ ስልክ ላፍቶ ክፍለ ከተማ ፖሊስ መምሪያ የወንጀል እና ትራፊክ አደጋ ምርመራ ሃላፊ ኮማንደር አወል አህመድ እንዳስታወቁት በክፍለ ከተማው ወረዳ አንድ በተለምዶ 72 ካሬ ተብሎ በሚጠራው አካባቢ ከህዝብ በደረሰ ጥቆማ እና ጥቅምት 28 ቀን 2013 ዓመተ ምህረት ፖሊስ

ባደረገው ብርብራ በአንድ መኖሪያ ቤት ውስጥ ተደብቀው የተቀመጡ ለጥፋት ዓላማ ሊውሉ የነበሩ ሁለት የእጅ ሰምቦች ተይዘዋል።”

“Addis Ababa Police Commission announced that various weapons were seized from two houses in Nifas Silk Lafto sub-city. Addis Ababa city, Nefas Silk Lafto sub city, Head of Criminal and Traffic Accident Investigation at the Police Department Commander Awel Ahmed said two grenades were found hidden in a house in the sub-city of Woreda one in what is commonly known as 72 Karie and during a police raid on November 7, 2020.”

The above news was shared for the first time by the Addis Ababa Policy Commission's Facebook page. The news has not changed and the wording has not been corrected. The statements are long and unprofessional. Data from documents showed that, Facebook is gaining influence in newsroom decision-making and coverage. Facebook is also impacting editorial decisions and evolution of the news from the perspectives of the editorial policy.

According to technological determinism theory, in reality placed, is the idea that technology has crucial consequences on the people lives. This concept figures prominently inside the famous creativeness and political rhetoric, as an example in the idea that the net is revolutionizing economy and society. The fact that the above news was taken from Facebook shows that the impact of the technology on the media is increasing. Overall, the above data confirms that Facebook is influencing Addis TV’s editorial decisions.

4.4. Data from Group discussion

The content of the data from the focus groups discussions on Facebook is comparable with the data gained through interview and survey. The number of news items has been influenced by Facebook, according to participants. According to a review on collected news, Facebook is exerting a lot of pressure on newsroom decision making at Addis TV.

Most members of the editorial team who participated in the focus group discussion and interview said that Facebook is making an influence on the newsroom decision-making. They said this situation is influencing the competitiveness of the Addis TV. Generally, the findings showed that Facebook influenced the newsroom decision making at Addis TV.

The mainstream media's news coverage style is traditional. The news gathering process is not efficient and fast. The editorial assigns a news reporter, cameraman, and transportation. The

journalist goes to the field to gather and record the video. The reporter goes back to the office to write a script, preview the video and create sound bites. The journalist reads the news after being edited by the editor. The video and audio are then edited. After a long process, the news will be aired.

This conventional news gathering and reporting system is currently experiencing significant influences. The new media technology has completely changed this traditional news gathering and news dissemination trend.

Key informants who took part in this study confirmed that Facebook is influencing the traditional ways of news gathering and news dissemination style. Social media is one of the occurrences that have brought challenges and opportunities for the media right now.

Bitima (2019) stated that Social Media have impacted on the mainstream journalistic practice to the level of creating new practices. Journalists used social media tools in their daily workflows, the access they each had to suitably reliable computing technologies remain an arguable issue within media organizations. Media organizations were converging and increasingly encouraging the use of social media in the daily work practices and routines of their employees.

Despite the use of social media by reporters in the course of their everyday news gathering efforts, Ferdinand (2015) claims that there are still concerns regarding the reliability of news obtained through such media. Even when it comes to official media company social media accounts, the level of checks and balances in place is insufficient or poorly implemented.

Of note, Facebook's impact extends beyond Addis TV's news gathering and reporting culture. Facebook is placing a lot more pressure on the news media, according to studies in other countries.

Since 2012, social media has had an effect on Georgian mass media outlets. Politicians, NGOs, major corporations, and cultural leaders are all involved on Facebook, which is changing the way Georgian journalists gather news. Georgian journalists use social media in addition to conventional outlets to identify stories and track decision-makers in the same way as the establishment does (Kavtaradze, 2019:1).

The same is true in Ethiopia. Many organizations and individuals have a Facebook page. Government officials have their own Facebook accounts. Anyone can post big news on Facebook. This has led to a change in the Addis TV news coverage style.

Efforts have also been made to address this issue. When reporters went to the field for news, they wrote text messages on their cell phones and sent them to the media's Facebook editors. The second is to get reporters using digital mobile news gathering (DMNG) technology to live, and after they return to the office, add ideas to the news and do it in the form of news analysis, but it has not been very successful.

Focus group participant says “there are many reasons why Facebook's pressure has not been reduced. The first and foremost is the lack of motivation and the inability of media professionals to use technology. The second reason is that the Addis TV does not have a system to use those technologies.”

Therefore, journalists and staff of the newsroom do not want this hardship way and use the simplest method. The easiest way for them is to copy the news from another organization or official's Facebook pages instead of trying to exhaust it. This finding is similar to technological determinism theory thought. The theory says certainly, “social media which is a technological innovation has brought humans nearer as well as accidentally remote the society. Therefore, technology itself does have a dominant force over the formation and scalability of human sports.”

“We tried to deliver fast news by using DMNG. It was not that much succeed. We also tried to receive news by using the phone. This did not make us competitive. The only option for the time being is to take the news from Facebook and share it quickly” they added.

Data from focus groups confirmed that Facebook is influenced the traditional news gathering and reporting style. The results of document analysis and Facebook news analysis are similar to the above findings. In addition, this finding is closely related to a study conducted in another country.

As Mwangela, (2012) stated that the evolution of the online media has changed the way newsrooms across the world work. The widespread adoption of social media and increased

online activity by media houses has led to the adoption of new ways of gathering, processing and broadcasting news worldwide. The data in the table below is a comparison of the editorial members discussed by focus groups.

TABLE 2: The comparison of producing news in a traditional way and doing news from Facebook

The process of collecting and reporting news in a traditional way on Addis TV	The process of gathering and reporting news from Facebook on Addis TV
Editorial assign reporters	The editor of the day keeps an eye on different Facebook pages.
Reporters gathering news in the filed	The editor prefers the good news to his own faith
They coming back to office and write the script and editing the video	The editor wants an image for the news from Google
The editor approve the script before they read it	The editor makes the news production
They make the news production with video editors	Finally, the news will be aired
Finally, the news will be aired	

As shown in the table above, the easiest way is taking news from Facebook and broadcast it. News from Facebook does not require effort; there is no need to ask a good question to download from Facebook; no need to go to the field and do news. As a result, Facebook has put a strain on Addis TV's traditional news gathering and reporting methods.

The Addis TV's reliance on Facebook has generated issues. First, the media didn't reaching its goal; second, the mews content is government propaganda, not the public's interest. Third, Addis TV ignored the labor market, the economy, and the demands of the youth in the city of Addis Ababa.

Although the editorial team has the power to decide in the newsroom, there are different pressures. One of the group's most pressing issues is news from Facebook. Members of the editorial team who participated in the study also expressed their views on the influence of Facebook on newsroom decisions.

They said “We meet at 3:30pm to discuss on the next day news. After the editorial has decided on the news program, the big news will start to appear on Facebook. These news will put pressure on the editorial decisions. If the news is very important, it will be broadcast on Addis TV news hour. Then it creates difficulty to evaluate that news according to Addis TV’s editorial perspective.”

FGD participants claim that Facebook is deceiving the editorial and airing all things that should not be news. In addition to saving time and resources, taking news from Facebook allows us to be competitive, they said. Different idea from interview was raised during Focus Group discussions participant. The point is made briefly as follows.

“The information posted of officials’ Facebook page is required to be covered by the news outlet. At this time, there will be no one in the newsroom as all the editorial team members leave the newsroom and went to their home. There is only one news anchor and one on-duty executive editor in the newsroom. As a result, in terms of media editorial policy, the editorial does not have the ability to examine Facebook news” they added.

According to data from focus group discussion, Facebook is creating an agenda for the media. According to the participants, the agendas that were discussed on Facebook were made in the form of project news.

Social media is a communication tool that is influencing the media by giving an agenda. As a result, the media are facing competition and the institutions are trying to survive by using digital media options. This data is related to the agenda setting theory. The agenda is set by government officials and activist and the Addis TV newsroom used it as input.

Social media is widely used by today's young generation, and it has a tremendous impact on them. Previous media theories like uses and gratifications, cultivation analysis, and media ecology theory proposed new ways to use and impact media. As a result of the rise of social media, established behavioral and media theories have faced new challenges (Moreno and Koff, 2016).

The relationship between agenda-setting and social media indicates that Facebook's influence on media and editorial decisions is expanding. The impact that Facebook on the media and editorial team decisions is not limited in theory. This finding also supported by technological determinism theory. According to Richard (2007) twitter and Facebook messenger the cell model

all make sure that we're stressed whether or not we're sitting in a very bedroom on a surprising sunny day or standing out door beneath the torrential rain. A world where humans can handiest be online from behind a computer is long gone hence more sociability.

Previous studies show that Facebook exerts high volume of influence on the news media. Facebook affects television news making process through either feeding updated news or killing the information. It specifically poses a challenge with regard to determining news angle. Social media, especially Facebook changed the old-style principles of newsgathering and broadcasting procedure employed in the mainstream media for providing breaking news.

If the media can't take news from Facebook, it's hard to compete. A large number of educated Ethiopians now utilize Facebook as one of their daily news sources. They use Facebook to keep up with the latest news. As a result, traditional methods of delivering news are no longer effective. So, the media must work hard to stay competitive by incorporating news from Facebook. The issue is that Facebook news isn't up to par in terms of news.

In general, Facebook has influenced in newsroom decision-making and coverage in Addis Television. According to studies, Facebook is also impacting editorial decisions. As a result, Facebook is influencing established methods of news gathering and reporting style of the Addis TV.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The aim of this thesis was to examine the influence of the social media, particularly Facebook on newsroom decision making at Addis Television. The qualitative research method was employed in the thesis with a range of triangulation methods. The data gained from interview, focus group discussions and document review was analyzed. As a result, the study's key findings and conclusions are provided as follows.

The findings showed that Facebook influenced the newsroom decision making at Addis TV. It affected the content, quality and quantity of the news. As a result, critical issues were omitted from the news hour. It was also tough for the editorial staff to decide which news to broadcast and which news not to.. Generally, the emergence of Facebook has put a lot of pressure on the decision making process of the Addis TV news department including the editorial team.

Facebook has influenced the traditional ways of news gathering and news reporting culture of Addis Television. Facebook is creating an agenda for the media. The agendas that were discussed on Facebook were adopted in the form of project news.

In addition, Facebook affected Addis Television news making process through either feeding updated news or killing the information. Much of the news was taken from Facebook and broadcasted on Addis TV's prime time news hour. The news was mostly taken from the official Facebook page and the Facebook page of government agencies. The news was taken from Facebook because Addis TV was unable to collect information the traditional way, to provide instant information that would have been of interest to the government.

The process of producing and broadcasting news in Addis TV takes a long time. It is bureaucratic to do news in the traditional way. Thus, the media had taken the news from Facebook to stay competitive and to address the issues.

Furthermore, the techniques of receiving and disseminating information are increasingly linked to social media, posing challenges for the Addis TV editorial team. To mitigate this effect and news has been taken from Facebook. The major issue is that these stories do not meet the basic criteria for news.

The information acquired from this research so far indicates that Facebook has affected the traditional ways of news gathering and reporting method in Addis TV. The editors have not developed a system for reviewing Facebook news. As a result, there is no consistent news converge from Facebook. Addis TV aired Facebook news without changing the format, adding or subtracting new information. The news was similar to other media news posted on Facebook.

Since most of Facebook pages used as news source are government institutions and Addis TV is a government media outlet, it was difficult for the editorial team to review news posted by this institution from an editorial point of view. Thus, the editorial team didn't evaluate the social media news from editorial perspectives. The tradition at Addis TV is that the editor of the day selects news stories to be broadcast from Facebook, but the editorial members do not get the chance to discuss it. Because when big news comes out on Facebook, there is no editorial member in the office except the on-duty editor, especially after 5:30 pm.

In conclusion, Facebook has both negative and positive impact on the Addis TV editorial's decision making. Some of the benefits of Facebook have been to quickly share news, reduce transportation costs and cover many events. Furthermore, news that is hot agenda on the social media is also planned, produced and broadcasted as project news.

5.2. Recommendation

The study's major purpose was to examine the influence of the social media, particularly Facebook on newsroom decision making at Addis Television. The researcher has made an effort to answer the research questions thoughtfully. As a result of the findings, the researcher makes the following recommendations:

- To effectively deal with the effect of Facebook on its editorial decision-making, Addis TV should create regulations, guidelines and organizational structures.
- The media organization should ensure that Facebook news meet minimum standards of the editorial policy and news values.
- Since Facebook is putting pressure on traditional news gathering and reporting, Facebook and traditional news gathering and reporting methods should be implemented in a coordinated manner.
- Addis TV needs to update its news coverage style, incorporate new technologies and provide personnel training.
- The information that Addis TV receives from the Facebook pages of government agencies and the Facebook pages of senior government officials does not meet the standard news characteristics. Therefore, the media needs to take critical action to address this issue.
- Before the news broadcast on Addis TV prime time news hour, the editorial team of Addis TV must discuss and make a decision on the news posted on the Facebook pages of government officials and government institutions.
- As long as Facebook news does not meet the editorial policy of Addis TV, there should be a system where news from Facebook can be edited, updated and made newsworthy.
- Addis TV should implement a way to evaluate news from Facebook in terms of editorial perspectives.
- Addis TV could decrease the impact of social media on newsroom decision-making if it has a written guideline on Facebook news.

- The world media is under pressure because of Facebook. Some use Facebook as an opportunity and others face the lack of competition as a hindrance. Addis TV has to take the emergence of Facebook as an opportunity and take advantage of the many good things that this technology has brought about.
- Since Facebook is used to deliver fast news, in order to be competitive, to deliver breaking news fast and to reach young people who do not have access to Television. Addis TV must adopt methods to use this new technology.

5.3. Suggestions for Further Research

Significant results were found in this study. However, the study also has some shortcomings. Subsequently, based on the thesis' outcomes and limitations, I'd like to recommend the following topics to researchers.

- Because the study solely looked at Addis TV, the impact of Facebook on newspapers and radio newsrooms might be revealed in a new way.
- If the positive influence of Facebook on newsrooms decision making and news gathering process is researched, new findings may emerge.
- The impact of Facebook on news coverage ethics and professionalism in Ethiopia might be an interesting research study.
- I also suggest doing some research on the future of traditional news gathering and reporting, as well as internet media.

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Appendix - A
Interview Questions

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

Department of Multi Media Journalism - An interview helps to gather data for Graduate study Thesis

This interview aims to gather data on *the influence of the social media, particularly Facebook on newsroom decision making at Addis Television*. This interview's information will only be utilized for research purposes. Whatever responses the respondents provide will be kept private. Your honesty and dependability are really valuable in this study. Furthermore, your voice will be recorded by an audio recorder based on your consent. **The researcher would like to thank you in advance for your cooperation.**

Questions for the editorial members of the Addis TV News Department

1. Do you think Facebook influenced the editorial decision in Addis TV newsroom?
2. What are the positive and negative effects of Facebook on editorial decision making process?
3. Do you think Facebook has influenced the traditional ways of news gathering and reporting style in Addis TV?
4. What positive and negative impact did Facebook news have on the traditional news coverage of the Addis TV?
5. What are the criteria for choosing Facebook news that will be broadcast on the Addis TV Prime news hour?
6. How the news from Facebook is evaluated from editorial perspectives?
7. What are the pros and cons of the news from Facebook?

Appendix - B
Amharic Version

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ስነ-ተግባራት የድህረ ምረቃ ትምህርት ቤት

ይህ ቃለ መጠይቅ በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ስነ-ተግባራት የድህረ ምረቃ ትምህርት ቤት የማስተርስ ድግሪ ማሟያ የሚውል ጥናታዊ ጽሁፍ ለማዘጋጀት አግልግሎት ላይ የሚውል ነው። ጥናቱ የሚያተኩረው የማኅበራዊ ሚዲያ በተለይ ፌስቡክ በአዲስ ቴሌቪዥን ዜና ክፍል ውስጥ ያለው ተጽእኖ ላይ ነው። የሚሰጡት ምላሽ ከጥናት ውጪ ለሌላ አላማ አይውልም። የሚሰጡት ምላሽና የማንነትዎ ሚስጥር የተጠበቀ ነው። እርስዎ ለጥያቄዎች የሚሰጡት እውነተኛ እና ትክክለኛ ምላሽ ለዚህ ጥናት መሳካት ከፍተኛ አብርክቶ አለው። ከዚህ በበተጨማሪም በእርስዎ ፈቃድ መሰረት ቃለ መጠይቁ ሊቀረጽ ይችላል።

አጥኝው ስለቀና ትብብርዎ በቅድሚያ ያመሰግናል።

ለአዲስ ቴቪ የዜና ክፍል ኢዲቶሪያል አባላት የቀረቡ ጥያቄዎች

1. ፌስቡክ በኢዲቶሪያል ውሳኔው ላይ ጫና አሳድሯል ብላችሁ ታስባላችሁ?
2. ፌስቡክ በኢዲቶሪያል ላይ ያሳደረው አወንታዊና አሉታዊ ተጽእኖ ምንድን ነው?
3. ፌስቡክ ከዚህ ቀደም በነበረው የአዲስ ቴቪ ዜና አሰራርና ሪፖርት አደራረግ ላይ ትእዛዝ አሳድሯል ብለው ያስባሉ?
4. የፌስቡክ ዜና በአዲስ ቴቪ ተለምዷል ዜና አሰራር ላይ ምን ዓይነት አወንታዊና አሉታዊ ተጽእኖ አሳድሯል?
5. ከፌስቡክ ተወስደው በአዲስ ቴቪ የዜና ሰዓት የሚተላለፉ ዜናዎችን የሚመረጡበት መስፈርቶች ምንድን ናቸው?
6. ከፌስቡክ የሚወሰዱ ዜናዎቹ ከኢዲቶሪያል ፖለሲው አንጻር እንዴት ይገመገማሉ?
7. ከፌስቡክ የሚወሰዱ ዜናዎቹ ለአዲስ ቴቪ ያስገኙለት ጥቅምና ጉዳት ምንድን ነው?

Appendix - C
Questions for group discussion

This group discussion will be used to prepare a postgraduate dissertation at the Addis Ababa University Postgraduate School of Journalism and Communication. The study focuses on the impact of social media, especially Facebook, on the decision-making process of the Addis television news section. Your honest and correct answers to questions will greatly contribute to the success of this study. The conversation can also be recorded with your permission.

The researcher would like to thank you in advance for your cooperation.

FGD Questions for Addis TV editorial members

1. Do you think Facebook has influenced editorial decisions on Addis TV?
2. What is the impact of Facebook on the editorial decision?
3. What has changed with the Addis TV traditional news gathering and reporting system since the advent of Facebook?
4. What effect did taking news from Facebook have on the previous news coverage system?
5. How do editorial members evaluate the news coming from Facebook?
6. What are the pros and cons of taking news from Facebook?
7. How do you evaluate Facebook news specially posted after 5:30pm?

Appendix - D
Amharic Version

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ስነ-ተግባራት የድህረ ምረቃ ትምህርት ቤት ይህ የቡድን ውይይት በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ስነ-ተግባራት የድህረ ምረቃ ትምህርት ቤት የማስተርስ ድግሪ ማሟያ የሚውል ጥናታዊ ጽሁፍ ለማዘጋጀት አግልግሎት ላይ የሚውል ነው። ጥናቱ የሚያተኩረው የማኅበራዊ ሚዲያ በተለይ ፌስቡክ በአዲስ ቴሌቪዥን ዜና ክፍል ውሳኔ አሰጣጥ ላይ ያለው ተጽእኖ በተመለከተ ነው። በውይይቱ የሚገኘው ምላሽ ከጥናት ውጪ ለሌላ አላማ አይውልም። የሚሰጡት ምላሽና የማንነትዎ ሚስጥር የተጠበቀ ነው። እርስዎ ለጥያቄዎች የሚሰጡት እውነተኛ እና ትክክለኛ ምላሽ ለዚህ ጥናት መሳካት ከፍተኛ አብርክቶ አለው። ከዚህ በተጨማሪም በእርስዎ ፈቃድ መሰረት ውይይቱ ሊቀረጽ ይችላል።

አጥኝው ስለቀና ትብብርዎ በቅድሚያ ያመሰግናል።

ለቡድን ውይይት የቀረቡ ጥያቄዎች

1. ፌስቡክ በአዲስ ቴቪ የኢዲቶሪያል ውሳኔ ላይ ጫና አሳድሯል ብላችሁ ታስባላችሁ?
2. ፌስቡክ በኢዲቶሪያል ውሳኔው ላይ ያሳደረው ጫና ምንድን ነው?
3. ፌስቡክ ከመጣ በኋላ በአዲስ ቴቪ ዜና አሰራር ላይ ምን ለውጥ ፈጠረ?
4. ዜናዎችን ከፌስቡክ መውሰድ ከዚህ ቀደም ከነበረው የዜና አሰራር ላይ ምን ተጽእኖ አመጣ?
5. የኢዲቶሪያል አባላቱ ከፌስቡክ የሚመጣውን ዜና እንዴት ትገመግሙታላችሁ?
6. ዜናዎችን ከፌስቡክ መውሰዳችሁ ጥቅምና ጉዳቱ ምንድን ነው?
7. ማታ ላይ የሚወጡ የፌስቡኩ ዜናዎችን በምን መንገድ ትገመግማላችሁ?

Appendix - E
Documents from Addis TV

ተ.ቁ	የሰዓት ስም	የባለቤት ስም	የሰዓት ሰዓት	የሰዓት ቀን	የሰዓት ሰዓት	የሰዓት ሰዓት	የሰዓት ሰዓት	የሰዓት ሰዓት	የሰዓት ሰዓት
1	የከተማ አስተዳደር የጥያቄ አገልግሎት ማስፈጸሚያ ቤብ ስራ ስታቶች ማቅረቢያ	የከተማ	1:00	ዜና	የሌላ	የሰዓት 300 ሰዓት	DMNG		
2	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:00	ዜና	የሌላ	የሰዓት 300 ሰዓት		0911 010606	
3	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:00	ዜና	የሌላ	የሰዓት 300 ሰዓት		911 010606	
4	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:30	ዜና	የሌላ	የሰዓት 405			
5	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:00	ዜና	የሌላ	የሰዓት 300 ሰዓት			0963 035473
6	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:30	ዜና	የሌላ	የሰዓት 405 ሰዓት			
7	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:30	ዜና	የሌላ	የሰዓት 320 ሰዓት			
8	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:00	ዜና	የሌላ	የሰዓት 320 ሰዓት			
9	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	2:00	ዜና	የሌላ	የሰዓት 320 ሰዓት			
10	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	3:30	ዜና	የሌላ	የሰዓት 405 ሰዓት			
11	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	3:30	ዜና	የሌላ	የሰዓት 200 ሰዓት			
12	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	4:00	ዜና	የሌላ				የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ
13	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	7:00	ዜና	የሌላ	የሰዓት 405 ሰዓት			
14	የግብርና ሚኒስቴር ለዲ.ኤስ.አይ. የግብርና ሚኒስቴር ስራ ስታቶች ማቅረቢያ	ፖርትፖርት	8:00	ዜና	የሌላ	የሰዓት 320 ሰዓት	3/9/2013		

ከአዲስ ሚዲያ ኔትዎርክ አዲስ ቴሌቪዥን ጥቅምት 27 ቀን 2013

ዓ.ም ዕለተ አርብ የምሽት 1:30 ላይ የሚተላለፉ ዜናዎች

ርዕስ	አይነት	ዘጋቢ
የጠቅላይ ሚኒስትር መግለጫ	ክሊፕ	ሸዋየ
የጠቅላይ ሚኒስትር መግለጫ	ድምጽ	ዳዊት
የደህንነት መግለጫ	አጭር	
የትግራይ ዴሞክራሲያዊ ፓርቲ ፕሪ	ድምጽ	ሸዋየ
የወጭ ጉዳይ ሚ/ር መግለጫ	ድምጽ	ዘለቃሽ
የወጭ ጉዳይ ሚ/ር መግለጫ	ክሊፕ	ዘለቃሽ
የአ/አ/ትምህርት ቢሮ መግለጫ	ክሊፕ	ዳዊት

AC 0 11/03/2013

ተ.ቁ	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
1	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
2	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
3	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
4	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
5	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
6	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
7	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
8	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
9	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
10	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
11	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
12	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
13	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም
14	የሰው ደብዳቤ	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም	የሰው ስም

ከአዲስ ሚዲያ ኔትዎርክ አዲስ ቴሌቪዥን ሀዳር 11 ቀን 2013

9.ም ዕለተ አርብ ምሽት 1:30 ላይ የሚተላለፉ ዜናዎች

ርዕስ	አይነት	ዘጋቢ
የአስቸኳይ ጊዜ ለዋጁ የመረጃ ማጣሪያ መግለጫ	አዌር	አዌር
የምክትል ከገተባዋ ጉብኝት	ድምፅ	ዕብዕቢ
የቆራዎች ጉብኝት	ክለፕ	ቴዎድሮስ
የኢትዮጵያ ብሄራዊ ምርጫ ውይይት	ድምፅ	ዳዊት
የውጭ ጉዳይ ሚኒስቴር መግለጫ	ክለፕ	አንዋር
የሀውሃት መሰረተ ልማት መፈራረስ	ድምፅ	ፍቃዱ
የፈንቅል መግለጫ	ድምፅ	አቡ
የፊት-ከ ገፅ መረጃ	መረጃ	መረጃ
	ከውጭ	

ከአዲስ ሚዲያ ኔትዎርክ አዲስ ቴሌቪዥን ህዳር 19 ቀን 2013

ዓ.ም ዕለተ ቅዳሜ ከቀኑ 1:30 ላይ የሚተላለፉ ዜናዎች

ርዕስ	አይነት	ዘጋቢ
የመከላከያ ሰራዊት መቀላ መግባት	አጭር	አጭር
የብርሀኑ ጽላ መግለጫ	ኗፖጽ	ሰማቸው
የፖ/ጠ ሚኒስትሩ እንኳን ደስ አላችሁ	አጭር	አጭር
የፊደራል ፖሊስ መግለጫ	ኗፖጽ	ሸዋዩ
የቤተ ክርስቲያን የጦር መሰሪያ	ኗፖጽ	ሰለጥን
የአዲረመጥ ሰዎች እንቅስቃሴ	ኗፖጽ	ሃሌ
የፖጣኔ ሃብት ባለሙያ	ኗፖጽ	ሸዋዩ
አፈ ጉባኤ ዘርፈሽዋል ስለብሄረሰቦች ባዓል	ኗፖጽ	ቴዎድሮስ
የ15ኛው ብህር ብሄርሰቦች አቀባበል	ኗፖጽ	ክሊፕ
የገቢዎች ኗጋፍ	ኗፖጽ	ወገን
የመንገድ ግንባታ	ኗፖጽ	ዘለቃህ

ከውጭ

04/25/2013

ተ.ቆ	የሥራ ደረጃ	የሥራ ስያሜ	የሥራ ደረጃ	የሥራ ስያሜ	የሥራ ደረጃ	የሥራ ስያሜ	የሥራ ደረጃ	የሥራ ስያሜ	የሥራ ደረጃ	የሥራ ስያሜ
1	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:00	85	አገጥሞ	አገጥሞ 300 ሰዓት				0911 010008
2	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:00	85	አገጥሞ	አገጥሞ 320 ሰዓት				911 010006
3	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:00	85	አገጥሞ	አገጥሞ 300 ሰዓት				911 010006
4	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:00	85	አገጥሞ	አገጥሞ 300 ሰዓት				0904 602454
5	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:00	85	አገጥሞ	አገጥሞ 200 ሰዓት				0918 036752
6	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:30	85	አገጥሞ	አገጥሞ 405 ሰዓት				
7	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:30	85	አገጥሞ	አገጥሞ 320 ሰዓት				
8	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:30	85	አገጥሞ	አገጥሞ 405 ሰዓት				
9	የግብር ስብከት ስራ	የግብር ስብከት ስራ	2:30	85	አገጥሞ	አገጥሞ 405 ሰዓት				
10	የግብር ስብከት ስራ	የግብር ስብከት ስራ	4:00	85	አገጥሞ	አገጥሞ 405 ሰዓት				
የግብር ስብከት ስራ										2:00
የግብር ስብከት ስራ										7:00

Appendix - F
Documents from Facebook pages



Abiy Ahmed Ali

November 7, 2020

ስግብግቡ የሕወሐት ጁንታ ኢትዮጵያን ሲዘርፍ ነው የኖረው። የዘረፈውን ገንዘብ ለማሸሸ እንዲችል የውጭ ሀገር ገንዘብ መላኪያ መንገዶችን ይጠቀማል። ኢትዮጵያውያን የሚልኩትን የውጭ ሀገር ገንዘብ ባሉበት ሀገር በመቀበል፤ ኢትዮጵያ ውስጥ ከዘረፈው ገንዘብ ከገበያው በላይ ይከፍላል። የውጭ ምንዛሬውንም ወደ ተለያዩ ሀገሮች ያሸሻል። መንግሥት ከትትል አድርጎ ወንጀለኞቹን እየያዘ ነው። በውጭ የሚገኙ ኢትዮጵያውያን ይህንን ጁንታ ሳያውቁት ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ፣ ወንጀለኞችንም እንዲያጋልጡ፣ ገንዘባቸውን በባንክ በመላክ ሀገራቸውን እንዲጠቅሙ መንግሥት ጥሪ ያደርጋል።

Juntaan saamee hinguufne, Hiwahaat, Itoophiyaa saamaa tureera. Maallaqa saame miliksuuf akka danda'u maloota maallaqa ittiin biyya alaatti erganitti fayyadama. Maallaqa biyya alaatii Itoophiyaanonni ergan, biyya jiranitti irraa fuudhuudhaan, maallaqa Itoophiyaa keessaa saameen gatii gabaa ol kanfala. Sharafa alaas gara biyyoota garaagaraatti miliksa. Mootummaan is hordoffii gochuudhaan yakkamtoota qabaa jira. Itoophiyaanonni biyya alaatti argaman juntaa kana utuu hin beekiin deeggaruufi biyyasaanii miidhuurraa akka of qusatan, yakkamtoota akka saaxilanifi maallaqasaanii karaa baankii



Addis Media Network-AMN

November 7, 2020

በውጭ የሚገኙ ኢትዮጵያውያን "የሕወሐት ጁንታ"ን ሳያውቁት ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ ጠቅላይ ሚኒስትር አቢይ ጥሪ አቀረቡ።

አዲስ ሚዲያ ኔትዎርክ (ኤ ኤም ኤን) ጥቅምት 28/2013

በውጭ የሚገኙ ኢትዮጵያውያን "የሕወሐት ጁንታ"ን ሳያውቁት ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ፣

ወንጀለኞችንም በማጋለጥ ገንዘባቸውን በባንክ በመላክ ሀገራቸውን እንዲጠቅሙ ጠቅላይ ሚኒስትር አቢይ አህመድ ጥሪ አቅርበዋል።

"ስግብግቡ የሕወሐት ጁንታ ኢትዮጵያን ሲዘርፍ ነው የኖረው። የዘረፈውን ገንዘብ ለማሸሸ እንዲችል የውጭ ሀገር ገንዘብ መላኪያ መንገዶችን ይጠቀማል" ሲሉም ጠቅላይ ሚኒስትሩ በፌስቡክ ገጻቸው ገልጸዋል።

ይህ ቡድን ኢትዮጵያውያን የሚልኩትን የውጭ ሀገር ገንዘብ ባሉበት ሀገር በመቀበል፤ ኢትዮጵያ ውስጥ ከዘረፈው ገንዘብ ከገበያው በላይ ይከፍላል ብለዋል።

ቡድኑ የውጭ ምንዛሬውንም ወደ ተለያዩ ሀገሮች ያሸሻል ያሉት ጠቅላይ ሚኒስትር አቢይ፤ መንግሥት በእነዚህ አካላት ላይ ከትትል በማድረግ ወንጀለኞቹን እየያዘ ነው ብለዋል።



ጁንታው በአላማግ በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶች አግቶ ወደ ሩህ አፈግቆታል።

አዲስ ሚዲያ ኔትወርክ (ኤ ኤም ኤን) ሕዳር 6/ 2013 ዓ.ም

የሀውሃት ጁንታ በአላማግ በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶችን አግቶ ወደ ሩህ ማፈግፈጥ ተገለጸ።

የሀውሃት ጁንታ በትግራይ ክልል ያሉ ወጣቶችንና ህጻናትን ዩኒፎርም አሰርቶ እያለበሰ ወደ ግጭት እንዲገቡ እያደረገ መሆኑ እንደተደረሰበትም ተገልጿል።

አጥፊው ኃይል መሸነፉን ሲረዳ በእስር ላይ የነበሩ 10,000 ያህል ሰዎች ከራያ አላማግ ከተማ ይዞ ሸሸቷል።

የከተማዋ ነዋሪዎች ዕድሜያቸው ከ14 ዓመት በላይ የሆኑ ወጣቶች በአጥፊው ኃይል ለጦርነት እንዳይመለሱ በመቆራት አካባቢውን ለቀው መሰደዳቸውን ተናግረዋል።

መከላከያ ሠራዊት አላማግን በቁጥጥር ስር ማዋሉ፣ የሀገር የበላይነትን የማስከበር ስራው በሰላማዊ ዜጎች ላይ ተጽዕኖ እንዳያሰከትል አስፈላጊው ጥንቃቄ ታከሎበት፣ በውጤታማ ሁኔታ እየተከናወነ መሆኑን ያሳያል ተብሏል።

በመከላከያ ሰራዊት የደቡብ እዝ የሰው ሃብት ልማትና ሚዲያ አስተባባሪ ኮሎኔል ደጀኔ ጻጋዬ እንዳሉት ሀውሃት በንጹሃን ላይ የሚፈጽመው ግፍ አሁንም እንደቀጠለ ነው።

በአላማግ አካባቢ የመከላከያ ሰራዊት የሚያደርገውን ዝግጅት እንዳወቀም በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶች ይዞ ወደ ሩህ አፈግቆታል ብለዋል።

የሀውሃት ቡድን በማይካድራና ሌሎች አካባቢ ዘግኞችን ጭፍጨፋ የፈፀመ የአረመኔዎች ስብሰብ በመሆኑ ምን ሊያደርግ እንደሚችል መተንበይ አይቻልም ሲሉም መግለጻቸውን ኤፍ ቢሲ ዘግቧል።



ጁንታው በአላማግ በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶች አግቶ ወደ ሩህ አፈግቆታል

አዲስ አበባ፣ ሕዳር 6፣ 2013 (ኤፍ.ቢ.ሲ) የሀውሃት ጁንታ በአላማግ በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶችን አግቶ ወደ ሩህ ማፈግፈጥ ተገለጸ።

የሀውሃት ጁንታ በትግራይ ክልል ያሉ ወጣቶችንና ህጻናትን ዩኒፎርም አሰርቶ እያለበሰ ወደ ግጭት እንዲገቡ እያደረገ መሆኑ እንደተደረሰበትም ተገልጿል።

አጥፊው ኃይል መሸነፉን ሲረዳ በእስር ላይ የነበሩ 10 ሺህ ያህል ሰዎች ከራያ አላማግ ከተማ ይዞ ሸሸቷል ነው የተባለው።

የከተማዋ ነዋሪዎች ዕድሜያቸው ከ14 ዓመት በላይ የሆኑ ወጣቶች በአጥፊው ኃይል ለጦርነት እንዳይመለሱ በመቆራት አካባቢውን ለቀው መሰደዳቸውን ተናግረዋል።

መከላከያ ሠራዊት አላማግን በቁጥጥር ስር ማዋሉ፣ የሀገር የበላይነትን የማስከበር ስራው በሰላማዊ ዜጎች ላይ ተጽዕኖ እንዳያሰከትል አስፈላጊው ጥንቃቄ ታከሎበት፣ በውጤታማ ሁኔታ እየተከናወነ መሆኑን ያሳያልም ተብሏል።

በመከላከያ ሰራዊት የደቡብ እዝ የሰው ሃብት ልማትና ሚዲያ አስተባባሪ ኮሎኔል ደጀኔ ጻጋዬ እንዳሉት ሀውሃት በንጹሃን ላይ የሚፈጽመው ግፍ አሁንም እንደቀጠለ ነው።

በአላማግ አካባቢ የመከላከያ ሰራዊት የሚያደርገውን ዝግጅት እንዳወቀም በእስረኛ መልክ የያዛቸውን ከ10 ሺህ በላይ ንጹሃን ወጣቶችን ይዞ ወደ ሩህ አፈግቆታል ብለዋል።

የሀውሃት ቡድን በማይካድራና ሌሎች አካባቢ ዘግኞችን ጭፍጨፋ የፈፀመ የአረመኔዎች ስብሰብ በመሆኑ ምን ሊያደርግ እንደሚችል መተንበይ አይቻልም ሲሉም አከለዋል።





Addis Ababa Police Commission

November 7, 2020

በንፋስ ስልክ ላፍቶ ክፍለ ከተማ ህብረተሰቡ በሰጠው ጥቆማ ከሁለት መኖሪያ ቤቶች ውስጥ የተለያዩ የጦር መሳሪያዎች መያዙን የአዲስ አበባ ፖሊስ ኮሚሽን አስታወቀ። ከጉዳዩ ጋር በተያያዘ ሁለት ግለሰቦች በቁጥጥር ስር ውለው ምርመራ እየተጣራባቸው መሆኑን ኮሚሽኑ ገልጿል።

በአዲስ አበባ ፖሊስ ኮሚሽን የንፋስ ስልክ ላፍቶ ክፍለ ከተማ ፖሊስ መኖሪያ የወንጀል እና ትራፊክ አደጋ ምርመራ ሃላፊ ኮሚንደር አወል አህመድ እንዲሁታወቁት በክፍለ ከተማው ወረዳ አንድ በተለምዶ 72 ካሬ ተብሎ በሚጠራው አካባቢ ከህዝብ በደረሰ ጥቆማ እና ጥቅምት 28 ቀን 2013 ዓ/ም ፖሊስ ባደረገው ብርብራ በአንድ መኖሪያ ቤት ውስጥ ተደብቀው የተቀመጡ ለጥፋት ዓላማ ሊውሉ የነበሩ ሁለት የእጅ በምቦች ተይዘዋል።

በተመሳሳይ በንፋስ ስልክ ላፍቶ ክፍለ ከተማ ወረዳ 3 ክልል መና ሆቴል ተብሎ በሚጠራው አካባቢ ህብረተሰቡ ለፖሊስ በሰጠው ጥቆማ እና ፖሊስም ጉዳዩን በማጣራት ክፍርድ ቤት ትዕዛዝ በማውጣት ጥቅምት 27 ቀን 2013 ዓ/ም ባደረገው ብርብራ ኡዜ ተብሎ የሚጠራ የጦር መሳሪያ ከሁለት ካርታ እና ከ56 ጥይቶች ጋር እንዲሁም አንድ ኮልት ሽጉጥ ከአራት ጥይቶች ጋር፣ 80 የተለያዩ የሽጉጥ ጥይቶች፣ አንድ የጦር ሜዳ መነፅር እና የተለያዩ ሃገራት ገንዘቦች በቁጥጥር ስር መዋለቸውን ኮሚንደር አወል አህመድ አስረድተዋል። ከጉዳዩ ጋር በተገናኘ ሁለት ቀጠረዎች



Addis Media Network-AMN

November 17, 2020

የመከላከያ ሰራዊት በትግራይ በምስራቅ እና በምዕራብ ግንባሮች ወሳኝ ድሎችን ተቀዳጀ። አዲስ ሚዲያ ኔትወርክ (ኤ ኤም ኤን) ህዳር 8/2013

የኢትዮጵያ መከላከያ ሰራዊት በዛሬው እለት በትግራይ በምስራቅ እና በምዕራብ ግንባሮች ወሳኝ ድሎችን ተቀዳጀ።

በምስራቅ ግንባር ራያ ሙሉ ለሙሉ ነጻ መውጣቱ የተገለጸ ሲሆን ጭርጭር ፤ጉጉፍፍ ፤ መሆኔንን ሰራዊቱ ነጻ ማውጣቱ ተገልጿል።

በምዕራብ ግንባር ደግሞ በአዲ ነብረድ እና በአዲ ዳእሮ የሚገኙ ከባድ ምሽጎችን በማፍረስ ሽሬን ተቆጣጥሮ ወደ አክሱም በመገስገስ ላይ እንደሚገኝ የአስቸኳይ ጊዜ አዋጅ መረጃ ማጣሪያ አስታውቋል።

በውጊያው እጅግ ብዙ መሃሪያዎች ከመማሪያቸውም በላይ ሀውሐት ለክፍ ዓላማው ያሰለፋቸው የትግራይ ልዩ ኃይል አባላት በቁጥጥር ሥር ውለዋል።

የመከላከያ ሠራዊቱ የሀውሐት ጁንታን በሕግ ቁጥጥር ሥር ለማዋል እየገሠገሠ ሲሆን የጁንታው ኃይል የመከላከያ ሠራዊቱን ከንድ መቋቋም አቅጥሮ ወደኋላ እየሸሸ መሆኑን ከአስቸኳይ ጊዜ አዋጅ መረጃ ማጣሪያ የተገኘው መረጃ ያሳያል።



Ethiopian News Agency

November 7, 2020

በውጭ የሚገኙ ኢትዮጵያውያን "የሕወሓት ጁንታ"ን ቡድን ሳያውቁት ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ ጠቅላይ ሚኒስትር አቢይ ጥሪ አቀረቡ

አዲስ አበባ፤ ጥቅምት 28/2013(ኢዜአ) በውጭ የሚገኙ ኢትዮጵያውያን "የሕወሓት ጁንታ"ን ቡድን ሳያውቁት ከማገዝና ሀገራቸውን ከመጉዳት እንዲቆጠቡ፣ ወንጀለኞችንም በማጋለጥ ገንዘባቸውን በባንክ በመላክ ሀገራቸውን እንዲጠቅሙ ጠቅላይ ሚኒስትር አቢይ አህመድ ጥሪ አቀረቡ።

"ስግብግቡ የሕወሓት ጁንታ ኢትዮጵያን ሲዘርፍ ነው የኖረው። የዘረፈውን ገንዘብ ለማሸሸ እንዲቻል የውጭ ሀገር ገንዘብ መላኪያ መንገዶችን ይጠቀማል" ሲሉም ጠቅላይ ሚኒስትሩ በፊሰቡክ ገጻቸው ገልጸዋል።

ይህ ቡድን ኢትዮጵያውያን የሚልኩትን የውጭ ሀገር ገንዘብ ባሉበት ሀገር በመቀበል፤ ኢትዮጵያ ውስጥ ከዘረፈው ገንዘብ ከገበያው በላይ ይከፍላል ነው ያሉት።

ቡድኑ የውጭ ምንዛሬውንም ወደ ተለያዩ ሀገሮች ያሸሻል ያሉት ጠቅላይ ሚኒስትር አቢይ፤ መንግሥት በእነዚህ አካላት ላይ ከትትል በማድረግ ወንጀለኞችን እየያዘ ነው ብለዋል።

Appendix - G
List of Interviewees for the study

Number	Interviewees	Gender	Education	Experience (years)
1	Interviewee 01	M	BA	11
2	Interviewee 02	m	BA	9
3	Interviewee 03	m	BA	13
4	Interviewee 04	m	MA	8+
5	Interviewee 05	F	BA	11+
6	Interviewee 06	m	BA	12
7	Interviewee 07	m	BA	9+
8	Interviewee 08	m	MA	15
9	Interviewee 09	m	BA	13+