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COLLEGE OF HUMANITIES, LANGUAGE AND JOURNALISM

SCHOOL OF JOURNALISM AND COMMUNICATION

**EXPLORING THE EFFECTS OF SOCIAL MEDIA ON GOVERNMENT AND PRIVATE
MEDIA NEWS MAKING: THE CASE OF ETHIOPIA BROADCASTING CORPORATION
AND FANA BROADCASTING CORPORATE.**

By

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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 and Communication.

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Addis Ababa, Ethiopia

January, 2023

DECLARATION

It is to declare that this research project '*Exploring the Effects of Social Media on Government and Private Media News Making: The Case of Ethiopia Broadcasting Corporation and Fana Broadcasting Corporate*', is my original work and has not been submitted to or examined by any other university. All the sources of materials used for the thesis have been appropriately recognized.

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ABSTRACT

EXPLORING THE EFFECTS OF SOCIAL MEDIA ON GOVERNMENT AND PRIVATE MEDIA NEWS MAKING: THE CASE OF ETHIOPIAN BROADCASTING CORPORATION AND FANA BROADCASTING CORPORATE.

GELANA DEKEBA GEMEDA

Addis Ababa University, January, 2023

This study targets at Exploring the Effects of Social Media on Government and Private Media News Making: The Case of Ethiopia Broadcasting Corporation and Fana Broadcasting Corporate. The social media and public sphere, theory of the networked society and uses and gratification theoretical frameworks were used to inform the study. To conduct this study, quantitative and qualitative research methods were implemented for the study where survey questionnaire, interview and observation approaches were used for gathering the data. Questionnaire was administered to 100 journalists selected through a random sampling technique, whereas in-depth interview was held with 10 journalists, editors, and media managers working in EBC and FBC. In addition to these approaches, email interview were conducted with media researchers and online journalists. The researcher observation also carried out by the researcher for gathering first hand information. As a result, the findings from these sources of data showed that Journalists' esteemed Social Media as important in sourcing, processing, disseminating and getting feedback for local and international news. Similarly, the study revealed that Social Media have affected the traditional media practice to the level of news making. Accordingly journalists use social media platforms in their daily reports. Media outlets were converging and increasingly encouraging the use of social media in the daily news making activities. Traditional media outlets like EBC and FBC directly linked to social media to disseminate news and other programs in addition to mainstreaming through Television and Radio to minimize the effects social media on their daily routines. This indicates that the impact of social media on mainstream media is high. Due to these and other factors both media outlets forced to join new media to attract audiences locally as well as internationally. Hence, it is suggested that proper guidelines on how to utilize these newly emerging platforms is needed both from EBC and FBC.

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List of Acronyms

EBC- Ethiopian Broadcasting Corporation
FBC- Fana Broadcasting Corporate
CEO- Central Estatistic Organization
OAU- Organization of African Union
ETV- Ethiopia Television
HRW- Human Rights- Watch
iOS -iPhone Operating System
IP- Internet Protocol
DPI- Deep Packet Inspections
CNN- Chinese News Network
CPJ- Committee to Protect Journalists
INSA- Information Network Security Agency
CIPESA-Policy Center for Eastern and Southern Africa
WIFI- Wireless Fidelity
NP- News Press
TV- Television
UGT- Uses and Gratification Theory
UNG-University of North Georgia
MA- Masters of Arts
MSc- Masters of Science
PhD- Doctor of Philosophy Degree
ERTA- Ethiopia Radio and Television Agency
HD- High Definition
FM- Frequency Modulation
DVD- Digital Video Disc
VCD- Video Compact Disc
SMN- Social Media Network
AFP- Agence France Press
BBC- British Broadcast Corporation
TPLF- Tigray People Libration Front

ETC- Ethiopia Telecommunication Corporation
ETA- Ethiopia Telecommunication Agency
UN- United Nations
US- United Nations
NGO- Non Governmental Organization
MCIT- Ministry of Communication and Information Technologies
ICT- Internet communication Technology
FDRE- Federal Democratic Republic of Ethiopia
SIM- Subscriber Identity Module
ETB- Ethiopian Birr
LTE- Long- Term Evolution
EPA- Ethiopian Press Agency

CHAPTER ONE: INTRODUCTION

1.1. Emergence of Social Media: The Personal Usage

Nowadays, more than ever before, citizens are interconnecting without demarcation of boundary, language, culture, citizenship and others through the giant means of interaction called social media. Above all, the rise of social media gives power to the uninformed mass, pledge them an option to voice their concern and to expressing themselves freely than which traditional media couldn't allow them to do. In our everyday routines, multi-tasking is communal and has become a phenomenon on how individuals handle the case all together. Then newly emerging technological advancements such as Smart phones are predominantly part taking in almost all busy schedules of working and schooling environment of personal and socio-economic situations. Further more, an internet takes a significant part in our daily routines, for instance, it assists us to link with social media platforms that exerts its impacts on our information gathering and utilisation trends. To this end, back in 2005, when social media was still in its early stages, only few users of social media were registered on the world which currently expected to be 3.96 billion social media users worldwide in 2022 (Digital, 2022). Moreover the concept was plainly discussed as follows:

New media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and a platform that gives users speedy electronic communication of contents such as personal information, documents, photos and even videos. The intensification of new media including the internet has increased the communication among people worldwide. These means of communication enabled the people to express themselves through blogs, websites, pictures and other user's generated media (Dollarhide, 2021). As it was mentioned above social media is a means that can assist us in the process of gathering and utilizing of information using different social media platforms.

Different to social media, the traditional media refers to conventional newspaper, TV, radio, cable news and other news sources that most people know about and regard as reliable sources of information (Albert Meijer, 2018). Basically, social media and mainstream media outlets have been discussed in various studies. Generally, these studies agreed that, both social media and traditional media outlets used to spread information to audiences dispersed everywhere. Even-though, a traditional media outlet are believed to support only one-way

communication and allows businesses to target a broad audiences through billboards, print advertising, television commercials, and more. In contrasts, new media allow firms to target narrowly directed followers through social media, paid online ads, and search engines. On the other hand, social media lets people communicate in two-ways. Unlike traditional media, social media users can leave reactions, comments and suggestions. In addition to this the unique characters of social media are easily accessible, portable and found in everybody's pockets due to advanced technology like smart phones nowadays. The bloggers contribution and demand side financing of social media in Ethiopia in respect to communication importance among end users, and bloggers create interests among societies in using social media as well (Gjalt de Graaf, Albert Meijer, 2018).

1.2. Background of the Study

The first and foremost hand-written government Amharic newspaper in Ethiopia which began publication on 17th January, 1901 was '*Aimro*' that was ordered by Menelik II. Followed Aimro early 20th century was the emergence of television broadcasting which still lead by government, after many years later seen in Ethiopia in 1964, i.e Ethiopian Television (Wikipedia). The emerging era of television was done because it was a powerful medium of education and an important tool in shaping Haile Silassie's personality cult and during this period, it was only possible to serve a limited number of Addis Ababa residents. Since then, the Ethiopian Television became instrumental in providing information as a mouth- piece of political power holders. In the new dispensation, by striving to advocate the ruling party's political agenda, the broadcaster has gradually practiced to deliver public oriented socio-economic and political news to the people across the nation and at international level (Birhanu, 2009).

As mentioned above, EBC, the first television station in Ethiopia which owned by government began regular transmission on 2nd November 1964. It was aimed to produce to highlight the Organization of African Unity (OAU) meeting that took place in Addis Ababa that same year. The Ethiopian Television (ETV), now re-branded as EBC (Ethiopia Broadcasting Corporation), is an Ethiopian public service broadcaster which headquartered in Addis Ababa, Ethiopia, and is the country's oldest and largest broadcaster. EBC was established by order of Emperor Haile Selassie and initially operated by Thomson, a British firm and is fully owned by the Ethiopian government. Its programming includes news, sport, music and other. In addition to this, ETV News (**ETV ኪና**) is the main news channel with

24/7 hours coverage, with content on culture, politics, documentaries, and economy. Broadcast mostly in Amharic with the exception of some news segments which broadcast in other languages such as Afan Oromo, Somali, Tigrigna, Qafaraf, Harari and English. EBC is presenting various contents to its audiences in different languages via its website, Facebook and Twitter pages, including in photos, videos and audios (Wikipedia).

To achieve overall national activities, the media also have to play their parts by providing credible and plentiful information that elicits everyone for action. As in most developing countries and in Ethiopia as well, media have been under government control. This control becomes stricter when it comes to audio-visual media. Obviously, the medium's role is enamored with what the government plans and implements. Discussing development journalism's revival in Ethiopia, the journalists favor development journalism as a professional framework. However, the concept gets confused and murky with the ambiguity in the role of development journalism as a concept and its practice lack of clarification in its scope and political inclination of the state media. Extensive public ignorance, apathy, and subdued political will have also stonewalled the mission when the intellectuals and theorists have attempted to interpret the framework into actual media practice (Gezahgn, 2017).

Comparing to EBC, Fana is the nearest event which started service in 1994 with recently updated apparatus and limited manpower, with the first of its kind and new style in the country's broadcast media industry as to Fanabc.com accessed May, 2022. Through gradual process, it has made a leap advancing by improving its structure and programs' content and also addressing challenges. The media house, which is known for its community-centered programs and commitment to improve the political and socioeconomic livelihoods of its people, has become more preferable and managed to attract more audiences and partners in its television, radio, and online services. In addition to these, Fana has a rich experience in radio and online services and built its own 11-floor media complex, is endeavoring to become one of the leading media houses in East Africa. This media currently built full HD studio with on its own media complex and launching television transmission with its full capacity recently in 2017 after months of test transmission. What is more? Fana presenting various contents to its audiences in Amharic, Afan Oromo, Tigrigna and English languages via its website, Facebook and Twitter pages, including photos, videos and audios. This all conducted by providing training and counseling service by establishing its own technology, journalism, and communication training center with total of more than 1,000 hardworking and committed professionals.

It is observed that FBC and EBC disseminate contents through multiple new media platforms. To this regard, the researcher perceived Journalists working in EBC and FBC perform their journalistic practices for alternative social media platforms of the institution's they were working for. Subsequently, these new flows of information that journalists encounter via Social Media websites are impacting upon their work practices, which are consequentially changing the news production process. Mainstream news media today are facing new challenges, new competitors, new demands and new expectations and opportunities due to the advancement in information gathering, processing and dissemination technologies. Accordingly, major Broadcasting Industry in Ethiopia like FBC and EBC nowadays facing a great challenge from the expansion of new media to be the first with breaking News making.

1.3. Statement of the Problem

The idea of social media is a thought that is developing each time with an endless concept that remains put its constraints on generations. Due to its everlasting nature and endless effects on traditional media landscapes, it has diverse definitions in and out of academic institutions. According to Wikipedia, media are the communication outlets or tools used to accumulate and deliver information or data. The term media refers to apparatuses of the mass media communications industry such as print, media publishing, the news media and advertising. In general, media refers to television, radio, newspaper, internet and other forms of communication tools which include both traditional and newly emerging platforms.

In Ethiopia, both traditional private and governmental media organizations while collecting and developing news stories, significantly affected by social media. Nowadays, traditional media outlets in Ethiopia are forced to act as assurance toward the news which was broadcasting on social media rather than coming up with fresh and new ideas of their own. However, the biggest effect of social media on traditional media contents is that, social media helps everyone feels like they have voice, because social media provide a public forum for everyone who has an opinion. In addition to these, new media are becoming the main cradles of news and most of information consumers receive breaking news online from these new media platforms. Due to these and other factors, traditional media today are facing new influences, new competitors, new demands and new expectations and effects due to the encroachment in information gathering, processing and dissemination skills as mentioned above.

Based on the above facts, major traditional media outlets in Ethiopia like FBC and EBC nowadays influenced by social media on their making of breaking news. This again happened because of the new media is a platforms which presented with simple and accessible forms which help everyone to easily stay tuned with friends, finding someone's having voice, showing empathy and kindness, offering support for better communication, spreading news on the spot and building better business and to establish authority. Adding to this, citizen journalisms attached to social media because it allowed them to broadcast direct, first-person accounts of events without going through a reporter processes working for traditional media news making. These concepts can be powerful especially in places where individual's voice are oppressed, filtered, or simply not represented. New media are open to every individual to have a voice on the news through comments and posts. Social media is platforms that can bring commonness among similar groups with similar thought and perspectives on particular concepts that can also help them to share among themselves for their group or individual conceptions. People tend to be friend and follow others who believe the same things they do to the exclusion of other viewpoints. Sharing information is what makes social media so hilarious. This media exposes everyone to more content, and they can see what their groups say about that particular information. Since sharing is so informal that people never tend to explore the truthful and accuracy of what they share and react for. Social media platform enables entities to hear about current events immediately while they're happening. The proximity and consumers expectation of it leads to stories being reported before they know all the facts (Harber 2010).

The affiliation among new platforms and the news is an expected phenomenon that no one perhaps notices and it was unpredictable among end users. According to Common Sense Media's report in 2021, young generation, almost partial of all teenagers 10–18 get their news from wired media. While adding a social element to news has undoubtedly engaged more young people in current events, it's also created divisions, increased the spread of false information, and allowed people to avoid opposing points of views by remaining inside a social circle of like-minded friends. Nevertheless, social media as both a source of news and a creator of news is here to stay which means, it is not something fashion that can only stays for a while. That is to stay with us for ever. The aspect given to news has turn out to be lively. The new platforms enabled more voices to be perceived, more tiers to be told, and more exposure to noteworthy events to be communal. As with everything, there are pros and cons to the social aspect of news. Parents can help kids understand both the positive and negative

aspects of the relationship between social media and news to enable them to be well-informed participants.

The above mentioned and other factors stimulus the audiences to be involved to social media than that of outdated media platforms. The focus of the review is on exploring influence of social media on government and private media outlets: explaining the effects on Ethiopian Broadcasting Corporation and Fana Broadcaste Corporation.

1.4. Objectives of the Study

The general objective of the study is to examine the influences and effects of social media on private and government media outlets' news making.

Specifically, the study intends:

1. To explore the effects of social media on EBC and FBC media outlets while making and cooking the news.
2. To find out, how media the EBC and FBC media outlets are affected by social media while making the news.
3. To investigate the potentials and challenges of using social media for news making purpose.

1.5. Research Questions

The study intends to answer the following research questions:

1. What are the effects new media have on media outlets (EBC and FBC) while news gathering and production?
2. Which strategies the EBC and FBC media outlets are using to cop up with social media influence while making and cooking the news?
3. What are the challenges and potential of new media on affecting news gathering of media outlets (EBC and FBC) while news gathering?

1.6. Significance of the Study

The effectual of social media are going up in every corner without limit. As scholars note, the rise of social media brought a worldwide impact on traditional media, communication, policymaking, human rights, sociology, and social work disciplines. The influence goes to

publicizing, commercial, promotion and public relations as well. However, of all disciplines, it would be said that the impact of social media on traditional media news making is vast. This would be worth noting, especially, where Ethiopia's professional journalism culture is low. However, to the researcher understanding, there are hardly any researches conducted on effects of social media on traditional media news cooking in Ethiopia. Therefore, the significance of conducting this study is that it will contribute to the very rarely studied area in the sense that it could serve as a springboard, especially for those who would have an interest to study effects of social media on traditional media news making in the years to come. Hence, the many opportunities for the further research would be one of the contributions of this study. It would also be helpful for journalists, media managers, policy makers, researchers, online experts, social media users and social media and traditional media news making, both in the country and abroad, to have common understanding of the status of social media and its effects on traditional media outlets in a democratic developmental state of Ethiopia. Above all, it would provide a track for media outlets in what way to join a networked global new media arena. This in turn would increase the media's role as a public medium, increasing their ability in such a way to efficiently discharge their responsibility. At the final, the study will benefit the constituents of the media and invite new professionals and job hunters to the extent.

1.7. Scope of the Study

The scope of the study is limited to two media outlets found in Addis Ababa. The two media outlets are from private and government. From government media EBC (Ethiopian Broadcasting Corporation) and from private FBC (Fana Broadcasting Corporation) and journalists, editors and media managers working in any of the two media outlets would have a greater chance of being included in the study. Thus, it is limited to one private and one government media outlets.

1.8. Limitation of the Study

The constriction of the study has to do with the lack of academic literature on influences and effects of social media on traditional media outlets' news making. The understanding of the notion of new media and traditional media outlets might have put its own restrictions on facts gathering. Conspicuously, numerous would become citizen journalisms and airing any types of facts from the spot using social media and such participators might have had their own

influence on followers and their reactions toward aired information on spot. In addition to these, the time the researcher has, finance, and bureaucracy in media outlets (EBC and FBC) could be taken as limitations in conducting this study as well.

1.9 Organization of the Study

This study generally arranged into Background of the Study, Statement of the Problem, Theoretical Framework, Objectives of the Study (general and specific objectives), Research Questions, Scope of the study, Significance of the Study, Research Design and Methodology, Delimitation/Scope of the Study, and Organization of the study.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Conceptual Explanation of New Media

Social media refers to the worth of interactions among people in which they create, share, and exchange information as well as ideas in computer-generated societies through webs. The new media is internet-based and gives users quick electronic communication of contents, such as personal information, documents, videos, and photos. Consumers might engage with it via a computer, tablet, or smartphone through web-based software or application (Dollarhide, 2021). Currently, social media defined by its interactivity, connectedness, and user-generated contents. In today's society, the use of social media has become necessary in daily activity. It is typically used for social interaction and access to news and information, and for decision making as well (Aichner, 2021).

In addition to this, Sherman (2012) stated that social media constructed from two different terms; “Social” and “Media.” The term ‘social’ implies someone who enjoys being with others or has to do with people living or gathering in groups to form communal for unique purpose. On the other hand, Sherman defined media as mass communication outlets or tools used to store and deliver information or data. In general, the term media refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting, digital media, and advertising (Wikipedia). To this end, social media is the media that group of the society prefer to be social in which groups of separated society could create joint (Safko and Brake, 2010).

A central point of the term ‘Social Media’ is thus it combines a human quality with that of a technology, thus entailing a duality, which is fundamental to its definition. The definitions of the term focus primarily on its technological characteristics. It generally is an umbrella term for web-based software and services that allow users to come together online and exchange ideas, discuss, communicate and participate in any form of social interaction’ (Ryan and Jones, 2012), whereas other definitions lay emphasis on the evolution in human socialization to which it lays ground; ‘Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast medium, one-to-many, to a many-to-many model, rooted in conversations between authors, people and peers’ (Solis, 2010). Hermida (2012) also defined Social Media as technologies, which have ‘characteristics of participation, openness, conversation, community, and connectivity. Bock

and Paxhia (2008), Clark (2009), Rafaeli (2009), Wei (2009), and Newman (2009), among others agree that social media refers to the use of two or more modes of computer-mediated communication platforms that result in virtual community formation. This implies that Social Media is communication platforms that are based on two-way communication process. This includes the cultural product and the relationship among the users. In defense of this, Howard and Parks (2012) define again that social media consists of tools, contents and those that produce and consume the digital contents. To this end, social media platform creates social interaction and means of communication from uni-direction to bi-directions.

Social media can be defined as systems of automated communication through which users create online societies to segment information, thoughts, personal messages, and other content such as videos and photos among themselves to create commonnes (Merriam-Webster). Historically, the beginning of social media dated back to May 24, 1844, with sequences of electronic spots and footages tapped out by hand on a telegraph machine. Adding that, the first real social media platform was launched in 1997.

Moreover, the unique thing that makes social media 'social' is its landscape of enhancing dealings, how allowing education, and sharing of thoughts, opinions, and anything else. It is social for it offers allotment to share thoughts and moods of what words to mouth is doing to online societies. In such a communicating and charming way, trust will progress and sociality will advanced. On the other hand, Howard and Parks (2012) emphasized that the changing social interaction because of the advent of social media can be a good example to see the social power of the new media platforms. It is a space for social interaction and things are all about inter-connectedness. More or less social media is the platforms to come across peers and individuals, and it advances human relation to justify the people is social beings. As result, the name social is very close-fitting to define the new media platforms. After all, it is in accord folks that involve in such a way and form communal. From the very beginning, social media are intrinsically social; connotation that beyond a particular exclusive tool, there is very social content. Infacts, people's focus is at the core of messages in the new media. The social nature of media or sociable media backs thousands of years with the beginning of letter writing, however, social media sites enhance this social relation (Donath, 2004). As of today, social media are platforms to meet friends and to meet people in such a way upgrades on human dealings of messages and way of deliver it. However, Trottier and Fuchs (2015) argue that any form of media is social because they store and transmit human knowledge that is

products of social relations in a society. These scholars take on more theoretical to the concept of social. Alongside theory, there are forms of sociality: statistics, announcement, teamwork, and communal to relate to social media (Fuchs, 2014).

Eventhough social media nets are not just new miracles, it is in the previous decade that they have pierced much in people's everyday life. This is due to the fact that the growing number of social media has summoned billions to join the innovative platform. Scholars focus on the particular antiquity of the new media platforms as mentioned above. Accordingly, the first automatic message from Baltimore to Washington, D.C., demonstrated by Samuel Morse understood the historic implications of his scientific accomplishment. In addition to this, in 1980s and '90s, according to "The History of Social Networking on the technology news site Digital Trends, the Internet's growth enabled the introduction of online communication services such as CompuServe, America Online, and Prodigy. They introduced users to digital communication through email, bulletin board messaging, and real-time online chatting. This gave rise to the earliest social media networks, beginning with the short-lived Six Degrees profile uploading service in 1997 (Boyd and Ellison, 2008).

On the other hand, Marrouat (2013) added that, new media is as old as *CompuServe* in 1969. Promisingly, since then hundreds of social media webs have shown themselves and still bursting up with new alternatives and applications. Presently, there's no doubt that social media has altered the way we consume ideas. Marrouat contends that users often find themselves in the black hole of searching and moving from one piece to the next one. Almost all spending more time at home these days for the purpose of consuming more contents than ever before, spending more and more time online and staying affixed to their phones and looking for something new from different websites as well as participating in producing news as citizen journalisms.

2.2. Social Media and its Effects on Everyday News Making

Augustine Agency (2021), studied that, because of the combined in content ingesting, social media presence for news is now more significant than ever earlier. More than 3 billion people across the globe use social media for news conception at least once a day. The agency scrutinized that 80% of social media users following at least comparable websites and effective social media marketing has the potential to position their contents upper of attention to consumers and their marked audiences. Since the pandemic began, according to eMarketer, between 46% and 51% of developed countries' adults began using social media more than

before to get news of their interest. This gave room for content producers to get creative in the way they narrate to the consumers. Additionally, the agency recognized that the rise of Tiktok as an emerging social media platform. Tiktok has taken the world by storm recently. The platform allows brands to enter a light-hearted digital space with the ability to create behind-the-scenes content and utilize trends to remain top of mind with target consumers.

What is more is, bloggers focused to create content that is likable and interesting for their targeted consumers based on the existing state of the world, and it is also vital for them to generate high-quality content to retain their audience engaged which helps them to keep quality and quantity composed. With the pandemic likely here to stay for a slight longer, citizen journalisms are more engaging their social approaches to keep their message better ever in case to stay attractive. It's more important than ever to be imaginative and tactical with their social media selling of content and even products to the targeted followers. If they want clients to fall in love with their contents, they have got to pay-to-play and invest in content creation and a paid media budget to reach their targeted audiences due to audience varies by platform so that it's very important to invest in the right channels (ibid).

2.2.1. Social Media News and its Characteristics

According to Robert, numerous features mark new media as unique communication platform. The exceptional character of social media on the first place is that users are content creators which mean people can create their own blogs to post by stating their thoughts on an issue from the spot. This enables users to be active participants in the communication process. Adding to this, social media is instantaneous communication platform which mean that it facilitates audiences to not wait until scheduled news broadcasts to receive information because reporters and media outlets can bring the news directly to social media platforms. Furthermore, people can easily share and post news content on their networks. It's also foster a sense of interconnectedness and community by bringing people across the globe together online. On the other hand, social media could not exist without the users, given that the interactivity characteristics create a community feeling and it provides clusters of like-minded individuals which can easily swap ideas and scrutinise data on public matters (Roberts, 2022).

The social media can be defined by its characteristics of participation, openness, conversation, community centered, connectivity, reachable, Longevity/instability, Interactivity, Speedy and

Accessibility. These characteristics of social media show the powerful nature of the new media over traditional media. They are incongruent with the networked society (global modern society) that is why they are mutating strongly (Hermida, 2012).

2.2.2. Top 10 Social Media Apps Brought Effects on Media outlets' News Making

As it is indicated in this study, society uses different social media apps for multi-purposes. This is due to social media from its very nature was invented as a way to interact with friends and family but was later adopted by businesses that required to take benefit of a widespread news making for communication purpose to reach out to customers. The power of this new media is the ability to connect and share news and updated information with everyone worldwide, or/ and with many people simultaneously (Dollarhide, 2021). Marketers and businessmen commonly use social media to increase brand awareness, generate leads, and improve traffic. An individual who planned to start adds with social media platforms for personal company, he / she might be unsure on which type of social media app fits with that particular company to address issues (news) of the brand toward the consumers. Based on the interactivity of the users, the company platform choices will likely change accordingly on the audience usage of information that released from the particular organization on particular and preferred social media app Ibid).

According to Wong (2021), there are top ten social media platforms which help the users to access to news and new bussines informations for better company build up approach. These are: - Facebook (which launched in February 2004 and open for public in 2006 though, it is the leading social media with the number of users. For the fact that it provides several services on the same platform, which are embraced by large number of society.), Youtube (which came to the sphere in 2005, and it is the leading video service on the internet that challenges the use of VCD/DVD that gives a chance to anyone to upload video in such a way anybody could access and comment under. It is this social media type that serves footages a lot for mainstream media organizations during protests), Whatsapp (that is a social media platform which internationally available freeware, cross-platform that centralized instant messaging and voice-over-IP service owned by American company Meta Platforms. This social media platform launched on August 2009), Instagram (which was launched on Oct. 6, 2010, where initially available only for iOS (iPhone Operating System). The app reached one million registered users after just two months, and a billion users by 2018), Twitter (constituted in March 2006 this micro blogging service let users use 140 characters to send a

message and it was the latest developed of blog which is highly embraced by literate groups and the critical mass for fast information consuming), FB Messenger (this social media app began as a simple messaging app for iOS and Android in August 2011. In April 2014, it was separated from the main Facebook app; users would have to download it separately to collect mobile messages), Telegram (which was launched in 2013 by the brothers Nikolai and Pavel Durov), Tiktok (was launched in 2016 by the Chinese technology company ByteDance. It is available in more than 150 different markets and the widely utilized social media app currently), LinkedIn (was launched in 2003 as the biggest online professional network which makes it different from other social media platforms. It is serving as networking role for professionals and to those who look for them), and Snapchat (launched on July 8, 2011 as iOS operating system).

As to Wong, Facebook is the leading social media platform in this age. She emphasized that, when individuals are thinking about creating a social media accounts for their news making or consuming purposes, the above mentioned social media platforms probably come to their mind right away depending on the news type and the purpose they ought to use for. However, there are many types of social media sites out there, with new platforms and formats popping up on the regular one. Some of them are pretty niche, while others have the potential to become the next Instagram or TikTok too. One thing that's changed since the early days of social media is that many platforms used to focus on one function, such as social networking or image and video sharing. Nowadays most established social media platforms have expanded to incorporate live streaming, amplified reality, shopping, social audio, and more.

2.2.3. Social Media Guiding Principle on News Making

As Indian Department of Electronics and Information Technology in 2021 discourses, very broadly new media which is known as social media can be defined as any web and computer based platform that permits an individual or agency to interconnect through an interactive ways and assists exchange of user generated contents. Based on this fact, one of the characteristic new media incorporate is, having potential to give “voice to voiceless”, instant outreach and engagement on news making. This department contended that, social media offers a unique opportunity to individuals or governments to engage with their stakeholders especially citizens in real time to make policy making citizen Central. Evethough social media and social networking got similarity; in fact, there are several differences between these two umbrella terms (Hartshorn, 2010). The first one could be the definition of social

media which is still a media that is primarily used to convey or share information with a broad audience, while social networking is an act of engagement as people with common interests associate together and build relationships through community (Cohen, 2009; Hartshorn, 2010). Indeed, social media is simply a system, a communication channel; it is not a location that you visit. In contrast, social networking is a two-way communication, where conversations are at the core, and through which relationships are developed on specific location (Bedell, 2010; DigitalLikeness, 2008; Hartshorn, 2010).

Based on the facts mentioned above, both social media and social networking should be guided by different guidelines in their implications of news gathering and disseminating. Accordingly, the University of North Georgia in (2022), contends with eleven guidelines that are potted and intended for the students and staffs in an organization participating in new media platforms utilization as office's job function or on behalf of the organization, which are also good tips to remember with personal accounts or when commenting as an individual on points raised on different social media platforms. These guidelines are:-

- i. **Be smart:** - Constantly when using social media platforms as individual or on behalf of the organization you are working for, you need to think before you post and think of there is no such thing as a "private" on social media platforms. On the other hand, it's finest to sidestep allocation of personal information which must be kept private, because social media is public all the time and once the information published the chance to reach at public is so high.
- ii. **Be responsible:** - As social media is media of public as mention in this study, refrain from posting sensitive, intimate or patented information about the organization you are working for or some other organization that you know about. Be sure to follow the policies of that organization regarding privacy and confidentiality.
- iii. **Be aware:** - You should limit your personal social media usage by taking promising working time from your organization, because accessories and networks are to be used for organization-related tasks only.
- iv. **Be transparent:** - Whether you intended to be transparent or not, if you identify yourself with the organization that you are working for, you become a de facto spokesperson of that particular organization. On personal pages, you may identify your connection with the organization, but be clear you are sharing your personal views as an individual, not as a representative of the organization, even though the

probability to be accepted as a representative of that organization is high. You never use the logo or branded marks of the organization on a personal site or social media account.

- v. **Be respectful:** - The employees in particular organization must be respectful and abide by policy and regulation of that particular organization. This implies that, had it been for good or bad, the workers must restrain from posting unauthorized commercial solicitations (such as spam); bully, intimidate, or harass any user; post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence; or do anything unlawful, misleading, malicious, or discriminatory. If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for social media applications as well.
- vi. **Be accurate:** - All contents published by the organization you are working for must be accurate as well as reliable. However, sometimes misleading information might go online unconsciously. In case such tough errors happened, immediate correction must be taken as soon as possible to avoid the distractions that might be caused due to that ambiguous information.
- vii. **Be active:** - As an organization or private social media users, you need to have time and resources to check in on these accounts frequently, and to post fresh content several times a week, and reconsider jumping into social media at similar time.
- viii. **Be original:** - As professional social media users, maintain copyright and fair use laws and cite sources when possible. Never plagiarize in your work as much as possible even if it is social media.
- ix. **Be responsive:** - Handle things on your own only if you could do, however if it is beyond you, refer to news media for better investigations about the issues running on social media platforms. If someone requires a response or questioned you on a matter that is not handled by your department or unit or is outside of your expertise, refer them to the proper unit or person.
- x. **Be a supporter for your organization:** - As an employee of that particular organization you could have shown your pride and supports! As with everything you do, remember that your goal is to share something good about your organization. So

that keep the institutional mission in mind and think about how you can creatively share organization's best stories.

- xi. **Be concise:** - Most new media platforms like twitter are built to be brief and more unceremonious. As a profession, try to not engulf your readers by bulky and long contents which might take too much precious time from your content readers.

From the above mentioned eleven social media guidelines, it is must for the social media users to be abided by the rules and guidelines of the organization they are working for to avoid misleading in their everyday contents. In addition to this, as organization or self-use, individual might be responsible for what has already aired using social media platforms. As to this great care must be taken and in case problems happened, it should be corrected as fast as possible before it damages sensitivity of content users. To this end, in using social media platforms, the users need to have time limitation and stay restrained from posting and sharing contents that can cause troubles to the followers as well as to the organization and customers of the specific contents. In addition to this, posting something that could mislead the content users might affect your pride as well.

2.3. **Social Media Practices and its effects in Ethiopia**

As of November 2022, Facebook was the most popular social media platform in Ethiopia, with almost 7 million users followed by messengers with 6.5 million users. Alternatively, LinkedIn and Instagram were less widespread among the users having 826,500 and 666,900 users respectively in the country (Galal, 2022). According to the background history of Ethio-telecom, the introduction of telecommunications services in Ethiopia traces back to 1894, when Minilik II introduced a telephone technology to the country. Ethio-telecom, previously known as the Ethiopian Telecommunications Corporation (ETC), is an Ethiopian telecommunication company serving as the major internet and telephone service provider. The actual utilisation of Internet in Ethiopia began in 1993 at UN Economic Commission for Africa (ECA) where as the medical School of Addis Ababa University came after ECA to access the internet with the help of US based NGO (Jensen and Sarrocco, 2002). This shows, from the onset, internet was a luxurious service for the public as it was utilised to improve communications among organizations. Even though the service was very limited, it was not open for the wide use until 1997, a year internet service began to be delivered by the defunct organization called Ethiopian Telecommunication Corporation (ETC). However, after two

decades of service, the state of the internet in Ethiopia is still one of the most undersized comparing with the world experience regardless to the diplomatic hub of the nation. This shows that Ethio-telecom has done little to target the wider population in accessing the internet. As of December, 31, 2013 the internet penetration in Ethiopia was 1.9% which means only 1, 836,035 of users are connected to the internet (Internet World States, 2014). This is increasing, i.e., Freedom House (2014) reports that the internet penetration in Ethiopia is 2.0%. In January 2021, internet users in Ethiopia increased to 23.96 million and the number of internet in Ethiopia increased by 2.8 million (+13%) between 2020 and 2021.

Based on Ethio-telecom website visited in January 2022, internet users in Ethiopia increased to 29.83 million and the number of internet users in Ethiopia increased by 5.87 million between 2021 and 2022. The internet penetration in Ethiopia in this year stood at 25%. Even-though number of users increased each year in Ethiopia, yet Ethio-telecommunication owned by the Federal Government except some private organizations intent. According to Digital 2020, near days, the government wants state-owned enterprises to be competitive and productive. The state has decided to sell 40 percent of its stake in Ethio Telecom, the country's sole telecom service operator, Country's Finance Ministry announced late May, 2020. Based on this the documents are, under review by the government. State Minister of Finance said 40 percent of Ethio Telecom shares will be sold to foreign companies as part of a partial privatization of the company and a minority stake will be sold to the Ethiopian Citizens. The sale of a stake in will end the government's monopoly in the telecom sector but it will retain ownership of the remaining 60 percent. The authorities' motivation for licensing a part of Ethio Telecom to private operators like Safaricom opened an office in Ethiopia as operator aims to take on one of Africa's most sought-after telecoms markets, with a population of more than 110 million people (Ethiopian news agency, 2021).

It is obvious that, the utilisation of the internet has still been limited to cities and towns in spite of the wide number of the country's citizens live in the country side and citizens were accessing the internet via computers at internet cafes mainly based at Addis Ababa and other cities. Nevertheless, the year 2009 marked the use of the internet via phones which increases users outside the capital and cities. The history seemed changed now days. Morethan half of rural areas of Ethiopia are getting internet connection these days. Mobile penetration is by far greater in Ethiopia than internet penetration which would have impact on the wide use of

internet, probably, in the long run. According to digital 2022, current internet users in Ethiopia reached around 30 million in January, 2022 with penetration rate of 25%.

2.3.1. Social Media Usage for News Making and Its Expansion

As of February 15, 2022, the penetration rate of Facebook users in Ethiopia is 5.0%. This means that there are more than 6 million internet users currently in Ethiopia (digital Ethiopia, 2022). However, promisingly, in spite of the problems of internet access, the social media users are rising as internet accessed phones are enabling this to happen. For the most part, the contents of traditional media in Ethiopia are similar as they are busy focusing on development issues. Even those who claim that they are a self-regulating press, few newspapers and magazines, have long felt short of serving the non-Addis Ababa citizens. However, due to the long problems of the press, diffusion of technology and other factors, the people are looking for an alternative media. It is at this moment social media have come to serve as a substitute arena mainly for issues unnoticed mostly at traditional media outlets.

In addition to this, Sileshie (2014) argues that, Facebook is serving as an alternative media platform to radio, newspaper and television as much contents of the platform are that overlooked on traditional media outlets. As far and widely seen since near days, issues which are critical to Ethiopian government are forwarded from Diasporas using social media platforms. Particular accesses to the internet are wide among the Ethiopian Diasporas and are using social media as a source of information on issues of their country (Accord 15th March. 2022). In spite of that, for it is a new arena, Ethiopians are greatly joining the new sphere in order to have their say on what going on in Ethiopia and to create contents for their followers. In addition to this, they use social media platforms to share information from one another, which makes the platform play role of traditional media in a converged manner.

Positively, social media platforms are plateful both for who pursue to debate serious topics that matter to them most. What matter here is, an extent to politicize citizens is wide. As a result of this, it is warranted to say new media might boost the culture political discourses in the society. Facebook is aiding as a substitute stage that permits culture discourse among citizens, mainly, as the traditional media outlets fails to do so owing to restrictive laws (Ibid). As it is visible, youth in Ethiopia are highly joining the discourse, which in turn would have an impact on the political communication culture of the generation.

To this end, authors and poets beside youth are also sharing their intellectual thought on social media platforms for free. A nation in which media is under pressure of government, less circulation of newspaper, and the press freedom is down, it seems social media is flourishing and getting multi- manipulators each day. Social media is paying benefits whereas permitting the individuals to generate income. It is believed that the influence, potential and the intensification of new media will endure to do so, since the diffusion of internet communication technology (ICT), urbanization and the number of middle class citizens is increasing.

2.4. Social Media and Political Changes in Ethiopia

Social media utilization in politics refers to the use of online social media platforms in political processes and activities. These include all activities that refer to the governance of a country or the given limited area which are political organization, global politics, political corruption, political parties, and political values as well. Using social media platforms as the means of interaction, internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but the dynamics of political corruption, values, and the dynamics of conflict in politics. Through the use of social media in election processes, global conflict, and extreme politics, diplomacy around the world has become less private and vulnerable to the public perception (Wikipedia).

As stated by Meseret (2019), before Facebook become popular in Ethiopia, people preferred to listen radios and watch TV, broadcasted from abroad, such as VOA (Voice of America) and Duetche welle (broadcasting from Germany) radio stations. But nowadays, individuals can use simple accessories that they have at hand to get news from social media and to create contents for these platforms as well. This indicates that, social media is a media platform that is created for the public and even for non-professionals those could have their saying without limitation. These days, traditional media are also available in social media by having social media accounts that link them to new media spheres. This helps the traditional media outlets to be available always and it uses to archives contents for long and someone eager to re-see the contents can search for it by using searching engine. As a result, new media in Ethiopia as well as worldwide have become a chosen media outlet that can present political news from the government supporters, activist, journalists as well as from opposition group of the government as well.

As Fortune (2018) reported, since 1991, Ethiopia has been governed by EPRDF (the Ethiopian People's Revolutionary Democratic Front) performed as a de facto one-party state until 2012. For almost three decades the country was led by Prime Minister Meles Zenawi, a cunning hardliner who consolidated power around one ethnic group, the Tigrians, and covered Ethiopia's political order. After his sudden death ten years ago in 2012, he was replaced by Hailemariam Desalegn, who largely continued practicing like Meles with the slogan known as (Meles's Legacy) and leaving the government which led the country in a crisis of legitimacy (Aljazeera, 2018).

On October 23rd 2019, Hailemariam (former prime minister of Ethiopia) had an interview with conflict zone lead by Tim Sebastian from Deutsche Welle of Germany which was viewed by 378,997 people admitted the mistakes happened under his regime. He asked for apology and denied to be labeled as dictator at the same time. Hailemariam added in the interview that, the report he had got never indicates what the journalist was asking and nagged Tim Sebastian to believe that he is the one who paved the ways to the current deep reforms to his party and reconciliation. Having resigned after several years of unrest in Ethiopia in which hundreds of protesters were killed, he left behind a questionable human rights record. He said he began reforms which is now being taken up by his successor and wasn't aware of alleged abuse in secret prisons, promising that "If I knew those things I would have corrected them".

Dating back to May 23rd 2010, an interview on talk to Jazeera with Andrew Simmons, the former Prime Minister Meles Zenawi had denied the human right violations and the disputes in the country which killed morethan 200 street protesters in Ethiopia and the problems happened regarding election poles in different regional states by the fellow cadres, claiming that the election was fair, free and peace as well.

Horne (2015) scrutinized out on Oromo students protest spreading throughout Ethiopia, especially in Oromia regional states, together with people (residents) demonstrate against the risk that Oromo farmers and residents living near the capital, Addis Ababa, could be evicted from their lands without fitting or possibly any compensation. Accordingly, social media played great role to display the images of innocent students and farmers bleeding everywhere in addition to credible reports of injuries and arrests in a number of towns and local policies have officially acknowledged that number of students and youth have shut down and died due to that demonstration. Horne emphasized on the protests took place in April and May 2014,

witnessed that federal forces fired into groups of large peaceful Oromo protesters which killed dozens from the strikers that left concealed from an independent and impartial inquiry into the conduct of security forces in that protests. At the same days, atleast hundreds and more students were arrested, and many remain behind bars. From those days on to near days, the demonstrators are seemingly protesting the enlargement of Addis Ababa's municipal boundary into the surrounding Oromia region, which protesters fear for it will displace Oromo farmers from their land and to show that number of indigenous Oromos have felt banished and discriminated against by successive Ethiopian governments and have often felt unable to voice their concerns over government policies.

Meseret (2019) added that, in Ethiopia, the December 2015 Oromo protest on the new master plan of Addis Ababa throughout Oromia regional state, made headlines in the world news. However, Ethiopian government blames opposition parties for facilitating and organizing the protest via social media platforms. Consequently, the state had been rocked by opposition for about three consecutive years as well. Through gradual, social media united the largest ethnic groups Oromo and Amhara called "*Qerro*" and "*Fano*" respectively to protest against the violation of human rights and over lawlessness, which led to the declaration of two emergency decrees. Eventhough emergency declarations were officially declared, political instability couldn't re-install. Many lives were lost and properties were damaged which could be taken as negative impacts of the expansion of new media platforms. This insolvability of political deadlocks led to the resignation of the withdrawing Prime Minister, Hailemariam Desalegn as it was mentioned previously.

Furthermore, during those periods, in Ethiopia, the right to information and the role of media was restricted. Private media were blocked. Journalists, bloggers and activists were arrested by the then dictators. The printed media, TV and radio and other media were not free and controlled by the authoritarian government. The private media were silent, blocked or highly restricted to report the problems. Hence, the people of Ethiopia did not trust the reports made by these government owned media, and prefer to gather up-to-date and relevant information from social media posted by political activists, bloggers and citizen journalisms. Those human right violations, corruptions, and set strategies to mobilize the society for freedom and democratic reformation as well as other activities led to the current newborn political situations and which creates partial hopes in the world and the country at large (Ibid).

In conclusion to the above, the anticipation ended, and Prime Minister Abiy Ahmed (PhD) was elected by EPRDF as a Prime Minister of Ethiopia on Monday, April 2, 2018 (Ethiopian Herald, 2018). Abiy became the third chairman of the ruling coalition that has been at the helm of politics for the past three decades and the first Prime Minister from the Oromo Peoples' Democratic Organization (OPDO) which later renamed as Oromo Democratic Party (ODP) (Fortune, 2018).

2.4.1. The Role of Social Media on Political Modification in Ethiopia

As mentioned above, number of social media users increase from day to day in Ethiopia. According to digital 2022, Ethiopia has around 30 million internet users in the beginning of January 2022. This paves the way for political campaign which took place through social media platforms, especially Facebook by different political activists in Ethiopia as well as abroad concerning the crises and human right violations in Tigray, Ethiopia. Previously activists Jawar Mohammed, the founder of Oromia Media Network (OMN) and Diaspora based in Minnesota, USA, played key role in the Oromo disputes and demonstrated how social media could bring a change. According to his interview with OMN (2018), he used social media platforms, like Facebook and Twitter, to overcome strict government censorship on traditional media outlets. He further elaborates that, this change cannot be imagined without the help of social media platforms. Jawar coordinates protests through out Oromia which later include Amharas and even other nation and nationalities found in Ethiopia and broadcasted irrefutable proof of the government's abuses to millions of his followers and through OMN as well. He used people from all corners of Ethiopia to capture pictures, record videos and send it to them through WhatsApp or over his personal Facebook account. His team took those footages to verify. After verification they edit and aired with concrete evidences to the scattered audiences.

After these entire struggles with the powerful leading party (TPLF), the so called reformist group (team Lemma) from the same party (EPDRF) control the power to lead the country. April 2, 2018, the current Prime Minister Abiy Ahmed from the reformist group chosen by the leading party called EPRDF and came to power. It was the first time in Ethiopian history that events of the within transition were mainly covered and reported by citizen journalism via social media platforms rather than traditional media outlets.

According to email conversation with Ameyu (2022) a social media expert and BBC journalist based in Kenya/ Ethiopia stated that, social media simplified operative and

instantaneous information sharing possible in Ethiopia's politics. This way of participation in politics upgrades the youths' political engagements in Ethiopia and number of activism, blogging, audio and video communications, message exchanges through viber, WhatsApp, IMO, Facebook, Paltalk, telegram, Skype and other social media platforms which enormously improved the participation.

Icon opposition political members as well as journalists, bloggers and activists were released from jail after the reformist team came to power. From these Bekele Gerba, Temesgen Desalegn, Professor Merera Gudina, Eskindir Nega and the likes were freed by the struggles after Dr. Abiy Ahmed from team Lemma took power in 2018.

To these ends, some opposition party members forwarded their suggestion after they have been set free from prison. One of these prisoners, Merera Gudina the political icon in Ethiopia and the founder of Oromo National Congress (ONC) in 1996, which became the largest Oromo opposition group by parliament seats after the 2005 national elections gave an interview on OMN puts his idea as Qero sets him and his comrades free. Adding to these, journalist and activist Eskinder Nega who released from prison together with professor Merera in an interview with Aljazeera (2018) added that, regarding the recent Ethiopia's political transition and the role of social media, "If democracy couldn't be served during Abiy Ahmed, then we'll be back to social media and he's ready even to go back to prison again. According to him, there is no choice and it is must to be backed to work (social media), because they left with no choice."

Finally, we can conclude that the usage of social media platforms in Ethiopia politics has brought major contribution in actual fact to accomplishment of the protest held everywhere in Ethiopia.

2.4.2. Social Media News and Changing of Ethiopian Political Landscape

It is incontrovertible fact that social media has brought denumerable changes in Ethiopia political landscapes. The platforms allowed the nations and nationalities of Ethiopia to organize challenges and stance against the authoritarianism of the government. It is the reason for the emergency of citizen journalism in addition to the mobility. This emergency of citizen journalism simplifies the flow of information that helps individuals to take footages by cellphone or any kind of accessories they have at hand and send it to their leaders or posts on their social media account to address the issues to international human right committees. At the time of human right violation in the country, leading the mass using social media was

not as such simple for activists living abroad to set approaches and assemble the youth to act as a team and “say NO” for the state’s illegal actions and human right violations in the country. Street demonstrations followed by campus students were organized and led by activists in different cities like Ambo, Gelemso, Gebra Guracha, Woliso, Debremarkos, Gonder and other cities. In support of the rally, followers including demonstrators changed their Facebook profile pictures to show their stands with the protests.



Figure 1 Source- Social Media

As it can be seen on figure 1 mentioned above, the sign “crossing arms” mean “say no” to the illegal action of leading party in Ethiopia and the image was used by many to show their support to the rallies. Gradually, exclusive protests initiated the others and inclusive protests happened in the country. Activists start initiating the unity of nationalities in Ethiopia to overthrow the anarchism ruling party and “OroMara” group created.



Figure 2 Source- Social Media

As mentioned above in figure 2, for instance, in 2017/8 a powerful Facebook group named “#OroMara/ #ኦሮሞዎች” which later frozen was created. It was made up by merging the “Oromo” and “Amhara”, the two main ethnic groups in Ethiopia in terms of population size mainly to create bond for common alliances which was “Qerro” youth of Oromia and, “Fano” youth of Amhara regions. This group gets significant number of followers within short period of time and political activists as well as youths from regional states discussed and exchanged information on the strategies to throw out the authoritarian group called TPLF. In addition, popular social media, such as YouTube and Twitter created a platform for rapid interaction which helped various groups to communicate and organize demonstrations on how, where

and when to take rally in opposing the human right violation and inhuman action of government forces on civilians.

Social media has both positive and negative impacts on political instability in Ethiopia as well. The negative impacts are, the information sent through social media, such as spreading false news /rumors from unverified accounts, individual opinions and feelings, ethnic-based information, false accusations, hate speeches, falsifications, which could generally inciting ethnic violences and had negative impacts on the political transition of the country (email interview with Seyoum Getu and Ameyu Etana, 2022). In addition to these, once the news aired on social media, it is hard to control the contents and can create disorders due to the risky nature of its partiality or unleash disorder and insecurity, which has already caused significant problems in many times in different places in Ethiopia, and challenge the current political transition in the country too. Using all the fake social media accounts produced by different unprincipled entities false news and photoshoped images are posted and feast through social media that leads innocent Ethiopians to war and conflict.



Figure 3 Source BBC News

On the other hand, the above mentioned image shows the misuse of photo for war propaganda held between the Federal government and TPLF for last two years. However, the photo was captured when Ethiopian Airlines crashed in 10th March 2019 in which all 157 people perished, that happened in Oromia regional state around capital city of Ethiopia. The misleading report was saying “the federal force of Ethiopia attacked TPLF and many were killed.”

At the same time, Afar Media Network used again highly misleading photo to report what was going on among the federal government and TPLF fighting groups. The report indicates that, the federal government defeated TPLF group. However, the image was captured in some other country (fighting in Nagorno-Karabakh) which was totally out of Ethiopia and it was used just to mislead intentionally (BBC News, 2020).



Figure 4 Source BBC News

The other fake Facebook posts shared hundreds of times claimed that “Ethiopian Prime Minister Abiy Ahmed is either dead or in critical condition and receiving care in Europe” which was false claim again and rejected by the Prime Minister office”.



Figure 5 Source- AFP Fact Checking

To sum up these, the Victorian University on 30th June, 2022 contended that, the spread of fake news can have both personal and educational significances. In a faultless world the entirety of report would be based lone on evidences and you would be able to trust that the media you consume is consistent. However, you should learn to spot false information because fake news can lead into question the reliability of your sources. As a reader you are expected to find, evaluate, and reference trustworthy information sources in a variety of formats. This can be maintained by citing only true, credible news and information sources.

As a news producer, it is must to ratify your partialities. It might be tough to question what you know for real, however, keep an open mind and leave your beliefs and opinions out of it when evaluating news because what you know isn't true always and what you don't know doesn't mean always false. On the other hand, as much as individuals fall for information online that directly competes against scientific investigation, researchers are increasingly placed in the position of having to protect the rationality of their findings. On the contrary,

with social media and the internet more broadly is possible for the groups to push misinformation that aligns with their theories and criticize that which does not.

A positive aspect in using social media for reporting is that the news does get spread fairly quickly. If the information is correct then it can be an excellent way of getting the news out before waiting long from traditional media outlets. As social media is the media platform for public, content users can comment and put suggestions concerning the reality of that particular news as well (Singh, 16th February 2021).

Adding to these, content users worldwide can use social media to ‘*Boycott*’ on issues which couldn’t fit to their social standards as well. Had it been news from government media, or an individual’s account as well as private organizations, the society used to boycott courageously using social media platforms if not fit to their necessities. Indeed, Safaricom the Ethiopia based business private organization that has created collaboration with Ethio-telecommunication as mentioned in this part of the study can be taken as good example. This private organization which is on the way to launch business in Ethiopia faced critical boycott especially from Oromo youth on assigning employees. “it is ethnic based recruitment which does excluded other nations in the country, particularly oromos’ man power” (FiB tv 9th August, 2022). Accordingly, they discriminate based on ethnicity and their business model is completely ignored the indigenous people of oromia and Oromo capitalists. In demanding equal participation and job opportunities, the youth in the country, particularly in Oromia boycott Safaricom using social media platforms saying ‘#BoycottSafaricom’.



Figure 6 Source- Social Media 8th August, 2022

To sum up this, social media users, utilize the new media platforms for multiple purposes, had it been for good or bad. Producing contents, boycotting issues that are against their norms are major consumption methods.

2.4.3. Social media Conflicts vs News Making in Ethiopia

Bloggers appeared worldwide had to play indelible control to ignite disregarded debates still not all neither inclusive nor differentiated. The 2018 peaceful political transition can be taken

as typical moment where social media influence on news making was really high and the time that all Ethiopians were eagerly seeking breaking news from social media to mid-night especially on the election of PM Abiy. Thus, the breaking news was disseminated through social media prior to traditional one. Accordingly, multiple ideas were raising on social media concerning the power transition at that particular moment. Social media was really filled by two groups, the supporters and opposers of the transition. These, animosities were indeed reflected in the social media (Gagliardone et al, 2014). Accordingly, the social media that are new, however busy on discussing politics that make outdated the little freedom of expression gained on the meager internet owing to the emergence of social media. This in turn would distort the civil discourse ability of the youth that are the majority user of social media platforms in the fast globalizing universe. Due to this, Ethiopia made the law on disinformation and fake news as well as hate speech. On February 13, 2020, the Ethiopian Parliament enacted the Disinformation and Hate Speech Prevention and Suppression Proclamation ("Hate Speech and Disinformation Law"). This law prohibits and provides for civil and criminal penalties for the dissemination of fake news, hate speech and disinformation. The proclamation urges Ethiopian Broadcast Authority to create public awareness and media literacy campaigns to combat fake news and misinformation.

Do new media exaggerate the war in Northern Ethiopia? Definitely yes! (Ayalew and Yimer, 2021) contended that, the country's continued internal conflict and political instability have made Ethiopia a fertile land for the spread of misinformation and the lives of people living in conflict areas were highly affected by the over flooded propaganda news that is circulated through new media platforms. There are many war correspondents and leaders in both fighting parties who regularly post incidents from the battlefield on social media and most of them are telling exaggerated wins over their 'enemy'.

Additionally, Edelman (2021) emphasized on the contemporary problem of fake news which has also been closely connected with high levels of mistrust in the mainstream media across the globe. Nowadays, many people are depending on social media as a main source of information. The growing number of young Ethiopia who connects and shares news on social media platforms has become a prime target for this tide of disinformation and misinformation. Propaganda has been around for centuries, and the internet is the latest means of communication to be abused to spread lies and misinformation in addition to mainstream media. Adding that, in this digital era, the expansion of social media plays a big role in the

increasing information disorder. Making the spread and the damage of misinformation/disinformation is much harder to control as well.

Misinformation runs extensive in times of political uncertainty and the country's current experience of a lot of unrests, ethnic violence and the current war in the northern part of country pave the way and making it difficult to sort the fact from the fiction. On time based, individuals who used to disseminate misinformation might use it for their own financial gain, for promoting their own propaganda or for other personal utilization. Given conflicting reports and unfolding developments, it is hard to make an inclusive assessment of how misinformation is circulated on social media regarding the ongoing war amongst the federal-led and TPLF-led forces since present.

Indeed, social media news is the show that preserves audiences up-to-date on what is up-to-the-minute each day on the world. It gives chances to exchange thoughts with industry expert innovators, creators and storytellers about the latest social media tools, tips and tactics as well (Sieh, 2022). Given this, and the role that social media now playing concerning dissemination of information, the platforms need to work fast to limit any misuse and misinformation of their networks for questionable purpose and many have already ratified plans to diminish certain elements.

Internationally, according to social media today (2022), major social media apps have been announced on current crisis in Ukraine. Facebook is at the center of the social media information flow within the conflict zone, with around 70 million users in Russia, and 24 million in Ukraine, approximately half of the total population of each respective nations face restriction due to Meta's refusal to remove misinformation warning labels on posts from state-affiliated media of both Russian and Ukraine and authorities to use Facebook as an information vector. In addition to this, Meta has also established a special operations center, staffed by native Russian and Ukrainian speakers, to monitor for harmful content trends, while it's also added new warning labels when users go to share war-related images that its systems detect are over one year old.

The Wall Street Journal (2022), added that at the request of the Ukrainian Government, Google-owned YouTube has announced that it's restricting access to Russian state-owned media outlets for users in Ukraine, while it's also suspending monetization for several Russian channels. YouTube's also removed Russian state-owned channels from

recommendations, and limiting the reach of their upload across the platform. In response, Russia's state communications regulator has demanded that access to Russian media's YouTube channels be restored on Ukrainian territory. Twitter and TikTok have also announced momentary banned political ads in Ukraine and Russia "to guarantee critical public security. Together with those from state-affiliated media, back in 2019, so it's already ahead of the curve in this esteem. The prohibition on all ads will help to illuminate information flow via platforms, and moreover note that proactively revising to distinguish the platforms manipulation. This takes implementation action contrary to unreal and manipulated media that presents a false or ambiguous illustration of what's happening.

2.5. Social Media and its Effects on News Values

Social media platform effects the values of news, especially immediacy and accuracy of news. As it was mentioned above, the term social Media built from two different terms; "Social" and "Media." As to this '*social*' indicates both the 'requiring of companionship' as well as activities in which people meet each other for pleasure'. On the other hand 'Media' defined as the communication outlets used to store and deliver information or data (Wikipedia). As to this, the central point of the term 'Social Media' is thus it combines a human quality with that of a technology, thus involving a division, which is essential to its classification. Accordingly, it is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction (Ryan and Jones, 2012). Whereas, social media is the democratization of information, that can transform people from content readers to publishers. It is the shift from a broadcast medium, one-to-many, to a many-to-many model, rooted in conversations between authors, people and peers (Solis, 2010).

Hermida (2012), defined social media as newly appeared technologies, which have features of partaking, directness, full of dialogue, community based, and connectivity. In addition to this one, Newman (2009), agreed that, social media again refers to the use of two or more modes of computer-mediated communication that result in virtual community formation. This implies that social media is communication platform that is based on two-way communication process which is best understood as a group of new kinds of online media, which share most or all of the above mentioned characteristics. For the purpose of this study, social media networks is defined as a set of online or web-based tools, platforms, services, applications, and websites that allow users create, engage, search, rate, and share digitized

contents in such a way interact in a two-way communication. This horizontal communication is possible on computers, smartphones, tablets, or net-workable televisions as well.

Regarding news values, previous empirical findings show how news values activate more audience responses, in terms of sharing news items from media outlets on Facebook and Twitter. Trilling et al. (2017) concluded that proximity, but also conflict and human interest, proved relevant values when testing share worthiness. In addition, Araujo, (2018) contends on the news values, human interest, conflict, and controversy appear to be the key news values influencing Facebook and Twitter users to share news articles. News items with impact and prominence, useful, and unusual news values resulted in more Facebook shares; however, these values did not prove to be significant when it comes to twitter shares. Moreover, some news values for example, positivity and negativity have also been shown to influence the extent to which social media users engage in electronic word-of-mouth. Yet, it is important to note that most research focuses on the dispersion of, or engagement with, news articles which have arguably already been through the gatekeeping processes by journalists, thus being associated with news values.

2.6. Media Outlet and the Effects of Social Media on its Reliability

Outdated media outlets are supposed to support only one-way communication and allow businesses to target wide-ranging audiences through billboards, print advertising, television commercials, and more unlike newly emerged social media. On the other hand, social media supported two ways communication which is interactive in its nature. This means that, audiences can be content creators at the same time. The outdated media outlets are on the verge of losing their reliability due to the newly emerged platforms. This happened because of traditional media bureaucracy and the timely broadcasting of information on social media platforms (Wikipedia).

In general, media are vital to demonstrate us what is up-to-the-minute around the world and expose secrets that society did not, and should have known. There are tough effects of media had it been social media or media outlets on how we think and see the world. Media can manipulate the information and can change how we see things and think from different perspectives and have some influential power to passively control us. According to the Proclamation No. 113/2006) of Ethiopia, media in its establishment have been stated as: encouraging the people to freely express their opinions as per the constitution. In addition to

this, it creates a conducive-condition for the people of Ethiopia or for particular nation in that particular country to get clear, objective, adequate, quality and timely information and by working toward the creation of national consensus on key national and regional issues; make endeavor towards developing democratic culture in economic, political and social activities; and finally strive towards the promotion of Ethiopia culture, history and languages.

As widely highlighted by multiple scholars, media outlets in Ethiopia last long unlike social media. Birhanu (2009), the introduction of media in Ethiopia dated back to 1902 by print media (aemro) and heralded the beginning of media and journalism to Ethiopia. Based on its roles and ownership style, Birhanu puts stages characterized the historical development of press in Ethiopia. In all the four stages, Ethiopian media were serving as mouthpieces of the leading states and yet doing the same.

However, social media at this time, positively tackle the Ethiopian media outlets usage for state as mouthpieces significantly changed. These happened due to the participation of audiences on news making, using internet (media of their own choices, social media). From the time where internet was applied to be a communication space in Ethiopia, it turned polarized with old politics and old usage of social media for propaganda purposes (Gagliardone et al, 2014). Bloggers appeared in the country and abroad had to play indelible impact to ignite ignored discussions though not all are inclusive nor they are polarized at all.

The 2005 election can be mentioned as typical moment where hate speech was used for political gains while illuminating ethnic issues that were hot not only between the press and political officials, but at online spaces too. These animosities were indeed reflected in the social media (Gagliardone et al, 2014: 33). As a result, the social media that are new, but that are busy at old politics, would have the blow to make non-operational the little freedom of expression gained on the meager internet owing to the emergence social media. This in turn would distort the civil discourse ability of the youth that are the majority user of new media in the fast globalizing world.

To these end, as members of societies and role takers in discharge informational functions, irrespective of the medium's ownership style, journalists couldn't escape the influence of the ideologies in the system (Shoemaker, 1996). These might be generally summarized as the strict control of government of Ethiopia on media platforms lasts long and yet the licencing continuous both on social media and media outlets.

2.7. Social Media Personal Usage amid Its Effects on Daily News Making

Journalist's use of social media for personal as well as news making purpose is sparkly by scholars. People use social media for personal and profession purposes, and to follow sources of infarmation as well as to know what is happening throughout the world had it been spiritual or professional purpose. Some other use social media for information purpose which benefits the media they are working for. Some argues that the vast information they consume from new media platforms are vital for the organization to get upto dated informations. Bulky of media personal use social media for the sake of knowing what really the society is talking about as well. Elits argue on how social media saves their time as previously, one have to read many books to produce a single program or news, however new media platforms made it simple and media convergency emerged because, one can get all at the same place (digital media, 2022).

On the facts mentioned above, journalists and social media users get new information from these platforms which help them to share it with others, to look an idea and make a plan for more investigations as well as to get clue for news making purpose. In addition to this, many other use social media to strengthen their profession, to keep themselves aware. Journalists also use social media to get what is missed from the conventional media they are working for and to get the untold part of the story.

2.8. Theoretical Frameworks

According to Walliman (2005), as mentioned in chapter one of the study, research can not be conducted without a theoretical foundation. This study therefore guided by the mass media theories pilled up together from different prespectives which helps the researcher to analysis facts and information gathered through different approaches.

2.8.1. Theory of the Public Sphere

The theory of public sphere used in this study, because it helps the individual to be part of what is discussed and being debated each time among society like what social media is doing today. Habermas (1989) situated the theory of public sphere as events and occasions built on public that are open to the mass. In addition to this, the theory is a realm of social life in which somewhat approaching public view can be shaped. Accordingly, using the theory, citizens could have an access to what is being debated among the public in detail. Putting

together, a public sphere is the sphere where individuals come together to form a public for opinion sharing among themselves. Habermas additionally defined the public sphere as a computer-generated or imaginary community which does not necessarily exist in any distinguishable space. In its ideal form, the public sphere is "made up of private people gathered together as a public and articulating the needs of society within the state". It is the arena where citizens come together, exchange opinions regarding public affairs, discuss, deliberate, and eventually form public opinion that could be developed to contents. This theory appearing around 1700 in Habermas's interpretation which was to mediate between the private concerns of individuals in their families, economic based life, and social life contrasted to the demands and concerns of social and public life. The public sphere can be mutually inclusive than exclusive in such a way the public is the genuine influence to exercise power. Modifying that, in this scope citizen act as neither business nor professional person or as a member of state, rather they act as the public body in which they consult in an unlimited fashion that is, with the guarantee of thoughts about matters of general interest (Habermas, 1974). In addition to the above mentioned points, an individual has freedom of get-together, expression, association, and publication of opinions is thinkable.

To this end, public sphere is the theory that the society were using from the beginning of 17th to 21st century which was happened pre-social media invention. After public sphere, society highly embarrassed social media to create commonness among society and currently commonness and the means to exchanging ideas are more comfortable and enabled public to communicate easily using the social media arena in their daily life.

Similar to any other theory, there are serious thoughts furthered with respect to theory of the public sphere. Two common evaluations of Habermas's public sphere are: the working class and the feminist teams (Fuchs, 2014). The working-class contends that Habermas focuses on bourgeois movement while disregarding other movements. Whereas, the feminist-critique argues that females were lefted out from the theory, which is also compromised by the author as well. In addition to this, gays, lesbians, ethnicity and others were excluded in the public sphere as well.

To these end, the theory of public sphere is used due to its nature of gathering like minded individuals into same groups by providing platforms that can be helpful for them to share information which is computer-mediated, like what social media is doing today.

2.9. Theory of the Network Society

Society can be networked by using different means of platforms mediated by electronic-based information sharing between them, like what has been doing in this era. In this part of the study using theory of networking society is mandatory as it is an origin of society based on progressive networking competence to support anytime, anywhere, life-long assignment where all members of society have access to high-quality contents. As to Manuel Castells (2004), theory of networking society defined as a society whose social structure is made up of networks powered by micro-electronics-based information and communications technologies. Adding to this, society whose social arrangement is made around networks stimulated by micro celectronics-based, digitally processed information, and communication technologies'(Castells, 2009). This society is a new social form or social structure of a society which recognized itself on a new communication situation constructed around the communication networks called the internet cluster (Castells, 2001). However, this does not mean that networking is a new miracle. It doesn't confine only to humans nor could they signify the twenty first century, rather there are networks where there is life. This indicated that, a networking is common to all living things in this world to survive globally. It is not a new form of social interconnectedness but new forms of old process. It is technology, economy, social, cultural and political transformation that gave rise to new forms of society, the network society (Castells, 2010). Therefore, technology is not the only driving force, but would not be possible without to create social networking easily.

Castells contended that all this self-governing movements united caused not only a new social structure called network society, but a new economy called worldwide evidence economy and a new culture called actual virtuality. In this information age, roles and progressions are ready on networks as they encompass the new social morphology of the current society.

The robotic progressions condensed the time and space for social relations. In summar to this, it brought a parallel communication with networks than vertical social structure in old-style societies, which has long promoted those who are at the topmost. The network society is not a society of loneliness rather a society of networked individualism. It better clarifies globalization and prohibiting out of this network will result in oddness.

Among the scholars who made evaluation on the works of Castells, Van Dijk could be put at the front. He contends that bulky part of the issues Castells investigated in the categorization

is not new or other authors have gone through ahead of Castells. He argues that networks are becoming the key mode of organization and amongst the fundamental structures of modern society which he argues dissimilar. His argument is that networks are not the content of the modern society. On the other hand, Van Dijk (2001) disagree with the idea of Castells saying that, the network society disembodies social relationships, introducing the culture of real virtuality and it has a limit in that social and media networks are contextually embedded and remain to do so. Above all, Dijk strongly criticize the logic of the network society of Castells that pervades all spheres of social, economic, and cultural life is one dimensional adding that Castells only argues from external part while ignoring the internal contradiction of network structure.

2.10. Uses and Gratification Theory

The Uses and Gratifications Theory formed in the early 1940s by Katz, is a widely held approach to understand mass communication (Anouar, 2012). Thus, as this research is about the effects of social media on traditional media as a source of news, the Uses and Gratification theory is fitting to be used as a theoretical outline. It pursues to instruct the customs and roles of the media for individuals, groups, and society in general (Bonney, 2013). Everyone uses the new media for one or more reasons. People may use the internet as a source of entertainment, for news updates, for social interaction among others. Thus, this theory is an approach to describe and find out why people actively seek out specific media outlets and content to satisfy their specific needs.

Uses and gratification theory places more focus on the user, or audience, instead of the actual message itself by asking what people do with media rather than what media does to people (Leung and Wei, 2000). Based on the definition provided in Lin and Chen's recent study, Uses and Gratifications Theory states that the audience selects media based on personal needs and knows which media can satisfy their needs (Lin & Chen, 2017). It is an agenda that clarifies how and why people actively pursue out for specific types of media (Phua, Jin & Kim, 2017). According to this Theory, people receive fulfillments through media, which satisfy their informational, social, and leisure needs.

From the above mentioned facts, social media platform offers the opportunity to gain information released by others and at the same time permit the users to reflect their feeling and thought for others. It also gives chance to form social interaction with others according to

their interest. Individuals want to be rounded by others having similar stands and opinions to create conducive environment for their needs.

The social media audiences are active users. They scrutinize and assess various types of media which are suitable to accomplish communication goals and choose the desirable platform. According to Wang, Fink and Cai (2008), theorists in uses and gratifications view people as active because they are able to examine and evaluate various types of media to undertake their communication goals.

In addition, Franulovic (2015) contended that the audience has authority over their media feeding and assumes an active part in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve satisfaction. Uses and gratification links need gratification to a specific medium choice that rests with the audience member and people are active agents in taking initiatives (West & Turner, 2010).

Generally, Uses and gratification theory got three major objectives. The first major objective of this theory is to explain; how individuals use mass media to satisfy their needs. Secondly, to discover underlying motives for individuals' media use; and thirdly to identify the positive and the negative consequences of individual media uses (Bonney, 2013). Eventhough, some scholars think that, UGT does not meet the standards to be called a theory and can only be taken as an approach to analyze as research relies on recollection of memories and among communicators. The theory disregards the custom of media in social structures and audiences might not always be active enough to what is airing on the media (Jay Blumler and Elihu Katz's, 1974).

Moreover, Uses and gratifications focuses more on the audience than the content of the message the media sends to the audiences. Instead of acknowledging what the media does and its effects on the people, the uses and gratifications theory pursues to appreciate what the people do with what the media sends to them, why they prefer other programs to watch and what is special about what they watch. At times, people select the programs based on their social class and on the topic discussed. It can be found mostly in interviews. Such interviews are often with small group (e.g. with friends who watch the same TV programs). The emphasis is on limited content rather than on specific social contexts (Katz's, 1974).

From the above facts on UGT, we can conclude that, the theory mainly focused on who is presenting the facts, rather than what are the facts being presented. These can create cultural

imperialisms among end users of media products. The same thing happened in our new media era, which has created difference among social media users of this time.

2.11. Conceptual Frameworks of the Study

The conceptual framework is the system of thoughts, expectations, prospects, views and theories that chains and notifies about the study. It is a visual or written products that can be explained through graphics or narrative forms (Huberman, 1994). Based on these facts, this study is all about exploring the effects of social media on both private and governmental traditional media outlets. The study coined with three theoretical frameworks like uses and gratification theory, theory of public sphere and theory of networked society. In addition to these, the study uses multiple types of graphics, table, as well as charts, and built up on the effects of social media on mainstream media outlets.

2.12. Review of Emperical Study

This paper built up from four chapters which are:- indroduction part under chapter one, literature review uunder chapter two, research methodology under chapter three and data presentation and analyisi undr the last chapter which is chapter four.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

The purpose of the study is to explore the effects of social media on private and governmental traditional media outlets and journalists working in two media which are EBC and FBC. To achieve this, the following methodologies have been employed.

3.1. Research Design

This research was intended to use two approaches which are quantitative and qualitative approaches to answer the basic research requests. So that it's preferred to use a mixed approach. A mixture of qualitative and quantitative approach into a single study is called mixed approach since it includes the elements of both approaches which are widely used these days (Zoltan, 2007). In this type of approaches, data gathering includes both gathering of quantitative and qualitative data and diverse designs as well. The main purpose of using varied approach starts from identifying each approach has a weakness, thus using multiple approaches is valuable. This would help better to understand the research problem in such a way important to answer the research questions.

In research, there are several approaches of data collection and the method for primary and secondary data are diverse. Loru (2020) contends that especially in surveys and descriptive researches the important methods of data collection for primary data includes: observation, interview, questionnaires, schedules, and others. Therefore, in this study, research instruments were survey questionnaires, in-depth interview, and unstructured observation.

Therefore, the researcher used mixed approach to involve multiple research designs which understand the research problem in such a way important to answer the research questions.

3.2. Quantitative and Qualitative Research Design

This study designed into two research approaches, which are qualitative and quantitative research approaches. So that, this approach is known as mixed approach as already mentioned above.

3.2.1. Quantitative research Design

Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon and displaying data in arithmetical data rather than narrative form (Given, 2008). This approach contains investigation, content analysis, experimental studies and non-experimental studies. Survey questionnaire method

used to gather data for this study. Survey approach is a research design in quantitative research which studies the individual units from a population to improve the number and accuracy of responses to the surveys that mainly targets to instruments or procedures that ask one or more questions which might be answered or not (Lavrakas, 2008). For this study, questionnaire mostly close ended questionnaire were the main instrument to collect data in survey research. It was used by the researcher to collect the attitude, behavior, experience and motives of respondents in two media outlets towards exploring effects of social media on news making. The questionnaire distributed in person to journalists in two media (EBC and FBC) at the beginning of April 2022.

3.2.2. Qualitative Research Design

Qualitative research relies on data obtained by the researcher from first hand observation, interviews, oral questions and documents which are non-numerical (Wikipedia). Qualitative method is an approach for understanding the meaning and views individuals or groups assign to human or social problems, whereas quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014). Based on this, qualitative method includes observation, interview and others.

As a result, this study engaged with interview and observation from qualitative approaches. An in-depth interview will be conducted with the employees of both EBC and FBC including media managers, editors and journalists to give a qualitative depth to the study. This one more importantly used to draw out information in order to get full understanding of the interviewee's point of view. Structured interview questions and unstructured observation are used in additional to the survey questionnaire in order to collect primary data. On the other hand, secondary data were collected from books, journal articles, presentations, workshop papers, news reports, study reports, and online documents. These methods which are used to collect data are discussed in the study with great care.

3.3. Participants of the Study

The subjects of the study are reporters, editors and managements in two media outlets which are both private and governmental media as well as the media outlets themselves. These are Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC) which are selected from two different owner-ships: Ethiopian Broadcasting Corporation (EBC) from state owned and Fana Broadcasting Corporate (FBC) from private media. This is for the fact

that not to be biased while selecting subjects of the study. Thus, the researcher purposely selected the subjects of the study.

3.4. Sampling Techniques

Sample is a technique of picking individual participant or a subgroup of a population to make statistical inferences from them and making it representative of the whole population. The researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that choosing subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal. The researcher employed relative stratified random sampling method to fix respondents' amount in media outlets. In a stratified sample, the researcher divide population into homogeneous subpopulations which one can call it strata based on their specific characters like race, gender identity, location and age category which helps to include every member of the population under the study (Lauren, 2020). As a result, to avoid under or overrepresentation, divisions of journalists working for the government (public) and private media were created by the researcher. Thus, sample of respondents was randomly selected from each stratum for the survey questionnaire. On the other hand, purposive sampling used to select interviewees from the two media organizations. An in-depth interview conducted with 10 interviewees in Amharic language from April to May 2022.

Besides the above data collection tools, an email interview was conducted with social media scholars and correspondents on social media. In this study, journalists who do use social media platforms in Ethiopia and employed to investigate as well as those making money from the platform had the chance to be included in the sampling frame. As a result of this, since the study aimed to explore the effects of social media on traditional media outlets in Ethiopia, the sample of the study is journalists in the two media outlets (EBC and FBC).

3.5. Data Gathering Tools

From the oncoming the use of research tools depends much on the basic research questions and the paradigm the study falls into. This is due to the fact that the tools for gathering data are important if to answer the questions which are raised in the study. Hence, data was collected by using research instruments. These tools use to feed the research with data's in such a way enhances the data presentation and analysis. There are two types of data: primary and secondary data. The primary data is a data that is original for the researcher and the

secondary data is the data other researchers have found ahead of the researcher. In research there are several methods of data collection and the method for primary and secondary data are different. Kothari (2004) contends that especially in surveys and descriptive researches the important methods of data collection for primary data includes: observation, interview, questionnaires, schedules, and others. Therefore, in this study, research instruments were survey questionnaire, in-depth interview, and unstructured observation. Independently, these instruments of the research have been discussed in detail.

3.5.1. The Questionnaire

Questionnaire is the most commonly used research tool in quantitative research. Also, it is one of the fastest ways of gathering a lot of data from many people. For this to happen, simplicity always matters in designing the questionnaire. Davies and Mosdell (2006) argue that the quality of those data depends a great deal on the clarity with which you have formulated your research question, the extent to which the questions in your questionnaire are related to the research.

The wording of the questions and their unambiguousness to the people replying, the degree to which you don't swift anticipated answers in your respondents by asking leading questions. A good questionnaire includes both open and close-ended questions. Questions shall be short and simple. Those questions should proceed in the logical order as well. In view of that, Kothari (2004) states the merits and demerits of using questionnaire. The merits are: low cost of conducting questionnaire, free from bias of the interviewer, answers are in respondent's own words, respondents have enough time to give well thought answers, and respondents who are not reachable otherwise would be reachable. The demerits include: low rate of return and bias due to no response is often indeterminate, the control over questionnaire is lost once it is sent, and the possibility of ambiguous replies is visible, as well as difficult to know willing respondents are truly representative.

In this study, the researcher used descriptive questionnaire that has an element of both close and open-ended questions. The survey questionnaire has been distributed in English, Amharic and in Afaan Oromoo languages so as to get better views of journalists and media personnel. A descriptive survey attempts to describe or document current conditions or attitudes that is, to explain what exists at the moment (Wimmer & Dominick, 2011). Accordingly, the study relied on primary data from journalists working in media institutions based in Addis Ababa.

3.5.2. Interview Method

Interview as well is one of the most commonly used research tool to collect data. Basically, the qualitative research interview has become one of the most widespread knowledge-producing practices across the social scientific disciplines (Given, 2008). An interview is a structured conversation where one participant asks questions, and the other provides answers. In common phrasing, the word "interview" refers to a one-on-one conversation between an *interviewer* and an *interviewee* (Wikipedia). Given added that interview is mostly one-way and held to serve the researcher ends. Interviews can be conducted either face to face, telephone, via the internet, or in surveys research. She claims that most qualitative interviews are semi-structured. This is due to serve the agenda set by the researcher.

To conduct an interview the researcher must have knowledge of who to engage. This would help the researcher understand the research problem, best advance the research purpose and meet the research goal. The use of smaller samples, taking long time, and the chance of providing detail background information are the distinct characteristics of intensive or in-depth interviews (Wimmer and Dominick, 2011). Among interviews, Darlington and Scott (2002) argue that in-depth interviewing is the most commonly used data collection approach in qualitative research. "This type of interview justifies that people are experts of their experience. They argue that in-depth interview has the general advantage of face to face interview, has a chance for clarifications, beneficial when the phenomena under investigation cannot be observed directly and enable the researcher to get participants experience of the past, and yet to happen. However, the role it gives much to the interviewee and the very fact that it provides the researcher merely what the interviewee says are the weakness or challenges to in-depth interview. On the other hand, besides helping the researcher to get data in-depth, it may provide a new insight for the researcher. Nevertheless, it is cited for being time consuming, and expensive.

Interviews can be structured, semi-structured or unstructured. If the interviewer uses a set of predetermined questions and in order prescribed, the interview would be called structured interviews (Kothari. 2004). Oppositely, the unstructured interviews are characterized by a flexibility of approach to questioning (Ibid). Unstructured interview gives much freedom to the interviewer and require deep knowledge from the researcher, but time consuming. Between these two types of interviews, there is a semi-structured interview (in-depth interview). This most popular method of interviewing, allows flexibility and pursuit of unexpected enquiry during the interview (Grix (2004).

Therefore, semi-structured in-depth interview was used to get deeper insights to journalists, editors, and media managers' understanding of social media effects on news making of traditional media outlets to complement the quantitative data in such a way gives depth to the overall study.

3.5.3. Observation Method

As a researcher is one of the social media users, direct observation by the researcher took place on what is going on with these new media platforms. Accordingly, observation is a commonly used method particularly in studies related to behavioral sciences (Kothari, 2004). This approach is advantageous to the investigators since it let to record what is happening at the moment. Kothari stressed on two types of observations which are structured and unstructured approaches. Based on this, an observation is called structured if careful definition of the unit is observed, the style of recording the observed information, standardized conditions of observation and the selection of pertinent data of observation. However, when observation takes place lacking the above mentioned characteristics, it could be termed as unstructured observation.

In this study, the questionnaire, interview and observation were used to answer the basic research questions. The researcher believes that, this combination of three methods would minimize bias and strengthen the findings of the study.

3.6. Purpose to Select Two Media Outlets

Ethiopian media outlets are still under indirect control of state. The reason to select the above study areas could be reasoned as the number of journalists those media outlets employed is huge (Birhanu, 2006; Skjerdal, 2012; Birhanu, 2014). Regardless of the number of journalists, mainly, the outreach of those media outlets and their role in advancing the issues of the country and issues they raised as general could be factors that pushed the researcher to select these two media outlets to be worth studying.

The researcher believed that there would be a change in the number of journalists. Therefore, a census was conducted by the researcher in such a way to determine the sample size for the study. The finding shows, more than 2300 journalists are working in these media outlets currently. It is from this number of journalists 100 were selected using proportionate stratified random sampling method with great care to avoid overlapping.

3.7. Methods of Data Presentation and Analysis

It is mentioned above, the study employed both qualitative and quantitative approaches. The long interviews the researcher had with journalists, editors and media managers were transcribed and quoted with great care. So the analysis and presentation would be both in a form of numerical and interpretation. The data that collected through questionnaire were analyzed by using descriptive statistics which is a way to condense and organize data in a meaningful way that could easier for interpretation (Wimmer and Dominick, 2011). As a result, percentage, numbers and statistics were used. Additionally, the research questions were answered while analyzing and presenting the collected data with the help of words, tables, figures, theories and others.

3.8. Procedures of Data Collection

The study designed to collect data from media personal (reporters, editors and managers) as the sources of information. The questionnaires were distributed to all respondents in three days and returned back to the researcher after a week (7 days). It has again taken five days for Interview at the time of allocating questionnaires. In general all data were completed and collected back in 15 (around two weeks). Questionnaires were prepared in three languages; English, Amharic and Afan Oromo.

The interviews were recorded by cellphone and repeatedly heard by the researcher to be used in the study in a summarized way.

3.9. Validity and Reliability of the Research

Reliability and validity of research are both about how well a method measures something. Research validity refers to the accuracy of research methods and what they were designed to measure while, Reliability refers to the consistency of the measure in case the research can be piloted again (Hirsjärvi, 2009). Therefore, reliable questionnaires and interviews produce dependable results from recurrent samples and different researchers over time. The reliability and validity of the instruments can be checked in different ways. In order to assure the reliability of the methods used in the study the researcher had employed a investigative study before the actual data collection. Therefore, the data collection instruments were primarily applied to select respondents as a preliminary test and appropriate feedback taken, for the validity of the data and instruments used.

3.10. Pilot Study

A pilot study is the first step of the entire research protocol and is often smaller-sized study assisting in planning and modification of the main study (Wimmer and Dominick, 2011). The researcher took great care of journalists who participated in the pilot study did not participate in the actual data providers. The data that were collected both in the questionnaire and interview techniques were reviewed and checked for its accuracy, appropriateness, validity and error free by the researcher, before it finally processing and analyzing. The study participants were informed ahead and introduced about the research topic by the researcher as the research is only for M.A purpose during the data collection process.

3.11. Ethical Considerations

Any potential harm (psychological or physical affects) happened during data gathering and after the research as well. As Wimmer and Dominick (2006) suggest, all protection were taken to avoid any potential harm to participants. All qualitative questions have a moral responsibility to protect the respondents from physical and emotional harm. This rules ensured subjects' consent, avoided coercion; avoid lying about the nature of the research, maintained respondents' self-respect, prevented mental or physical stress, respected privacy and exercised fairness and honest. This was achieved by carefully designing the survey questions to ensure that they do not cause harm to the subjects.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

This chapter primarily discoursed facts investigation and discussion based on the outcomes obtained from the survey questionnaire, observation and in-depth interview. Grounded on the objectives of the study, data were collected by using both quantitative and qualitative approaches from reporters, editors and media managers) employed in EBC and FBC.

The data would be analyzed and discussed based on collected data by quantitative and qualitative approaches. The quantitative method is a survey questionnaire which distributed to randomly chosen 100 participants in two media outlets, whereas, 10 in-depth interviews were held with senior reporters, editors, and media managers. In addition to these, unstructured researcher's observations were encompassed to the study with great care.

Accordingly, Fana Broadcasting Corporate has 248 total numbers of employees at the time of this study, with gender distribution that credited to 166 males and 82 females. From these journalists, 26 journalists who attributed to 20 males and 6 females were working for digital media department.

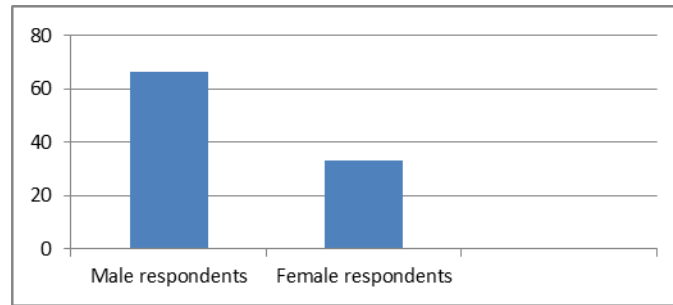
On the other hand, Ethiopian Broadcasting Corporation employed 2131 with a probability of fluctuation of numbers due to the reforms including Division heads. There are three main divisions in EBC. These are Television, radio and new media divisions. Within these main divisions, there are sub-divisions as well. These are ETV news, ETV entertainment, ETV languages, Ethiopia radio, FM 97.1, FM 104.7 and under the new media category; website www.ebc.et, Facebook [ebc1 news](#), you tube [ebc world](#) and twitter [ebctv1](#). In these divisions, the total number of male is 1512, while 619 were female which less than half of the total employees. From the total number of journalists working in EBC 23 of them were cyber media journalists; 16 male and 7 female respectively. So that, the total respondents identified for this research from both EBC and FBC was 2379. From these respondents, 1678 were male and 701 were female (which actually is less in number).

4.1. Quantitative and Qualitative Data: Presentation, Analysis and Discussion

Conferring to the 100 survey questionnaire dispersed to respondents in two media outlets, 96 of the questionnaire were done and given back to the researcher. Therefore, it can be rated as outstanding since 96% of the questionnaires were back to the researcher.

4.2. Demographic Profile of Respondents

Figure 7 Gender distribution of respondents



The bar graph (7) mentioned above shows that majority of respondents are male (66.7%) and female takes only (33.3%). Though the sample to select respondents is done randomly, male journalists formed major share in the sample. Encouragingly, this would show the gender distribution of participants in the study fall under the control of male with more than 66 percent. Ameyu discussed the issue quoting Agaredech (2014) that the male domination in Ethiopia media outlets has still been noticeable.

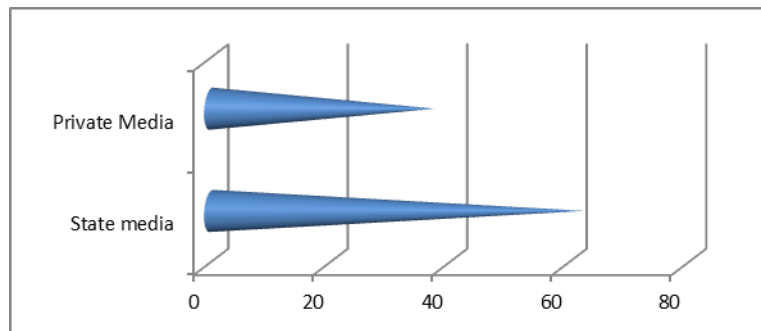
Table 1 Respondents age distribution

No.	Age Interval	Frequency	Percentage
1.	20-25	2	2.1%
2.	26-30	34	35.4%
3.	31-35	38	39.6%
4.	36-40	14	14.6%
5.	41-45	8	8.3%
6.	Above 46	0	0%
Total		96	100%

The above table (1) shows that the age distribution of respondents are between 31-35 constituting 39.6%, followed by 26-30 aged respondents that formed 35.4% of the sample. This shows that 75% of respondents are aged below 35 and 100% of respondents are below age 45. To this end, above 46 age respondents account 0%, particularly, taking the case in the context of Ethiopia, it shows that journalism is a profession that is mostly embraced by youth.

Based on this fact, the age journalists' joining at media outlets is getting younger than it was before (Birhanu, 2014). Comparing to traditional media use, it is the younger generations that are expert at using social media as well.

Figure 8 Media institutions Respondents produce content for



Based on the above mentioned bar graph, the number of journalists working for state media formed 62.5%, whereas the number of journalists working for private media accounts 36.5% of the total sample in this study. This implies that the number of journalists working for state media is high in number. It is due to the fact that majority of journalists in Ethiopia work for broadcast media that is mainly owned by the government and the number of journalists working for private media is low (Birhanu, 2014). This is happened as the result of restrictions by former governments on private media licensing and this creates on private media to have few decades of age in the Ethiopian media industry.

According to the below pie chart (9) the great share of journalists produce contents for Radio national (32.8%) followed by Television (28.1%). The third share of journalists (23.4%) produces news for Radio (FM), whereas Online and Website (Social Media) news producers account the lowest (15.6%). This shows that social media utilization by media outlets in two traditional media is yet not at its anticipated level.

Television medium is available at state and private media in Ethiopia these days. The media in Ethiopia, for the most part, is under the directive of government directly or indirectly. Both media in Ethiopia allow journalists to produce contents for TV, radio FM, radio AM and even for online departments. That is why the occurrence goes up high to 128 elsewhere the number of respondents. This shortly means, a radio journalist would produce content for television, or radio journalist who mostly listened at national service would have a program in FM radio too. The researcher also observed that most of online and website journalists send news for different departments.

Figure 9 The medium type respondents produce content for

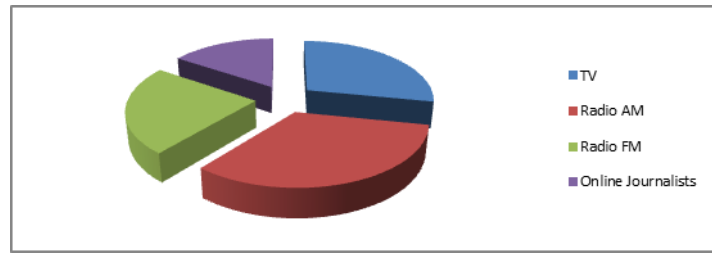


Table 2 Participants level of education

No.	Level of Education	Frequency	Percentage
1.	Certificate	0	0%
2.	Diploma	0	0%
3.	BA/BSc Degree	68	70.8%
4.	MA/MSc Degree	26	27.1%
5.	Doctorate Degree	2	2.1%
Total		96	100%

Table 2 above indicates that quite number of respondents (68) earned BA/BSc degree and the number account (70.8%) of the respondents, whereas MA/MSc holders take the second place with 26 journalists that account (27.1%) entirely. Accordingly, there are no diploma and certificate holders in the sample. To this end, there is great change in educational background of journalists when associated to a research conducted before. The educational background of journalists has improved than it was (Birhanu, 2014). The number of degree holders increased and the certificate and Diploma holders improved their educational level to degree or advanced level of education. Currently, number of PhD holders (2.1%) is visible in Ethiopian media landscape which shows that, journalism is becoming the field of profession, unlike previous.

Table 3 Job titles of Participants

Table 3 mentioned below shows that many journalists included in the sample are reporters which form 45.8%, followed by editor and above editor formed (14.6%) of the total. Producers and senior reporters account 6.3%. According to the study, number of assistant producer accounts 0% and senior producer accounts 12.5%. More number of journalists in Ethiopia are reporters which indicate that, newly emerged journalists are taking places.

As it was mentioned in background of the study, Ethiopian media outlets are using multi-languages to address the contents. Accordingly, table 4 (below) shows that, there are journalists who are skilled and employed to do in two languages. For instance, at Fana Broadcasting Corporate and Ethiopia Broadcasting Corporation, journalists will report both in Amharic and Afaan Oromoo and the chance given to those who are capable of doing it. This would be taken as a way to save media outlets expenditure for reporting and an opportunity for bi-lingual journalists even if Ethiopia media had it been private or government yet falling under mono-lingual. Because of this, sometimes, media managers would think this before sending someone to field for an assignment.

No.	Level of Education	Frequency	Percentage
1.	Reporter	44	45.8%
2.	Senior Reporter	6	6.3%
3.	Assistant Producer	0	0%
4.	Producer	6	6.3%
5.	Senior Producer	12	12.5%
6.	Editor	14	14.6%
7.	Above Editor	14	14.6%
Total		96	96

Table 4 Languages respondents are working in

No.	Languages respondents are working in	Frequency	Percentage
1.	Amharic	62	54.4%
2.	Afaan Oromoo	42	36.8%
3.	Somali	2	1.8%
4.	Tigrigna	0	0%
5.	Afar	0	0%
6.	English	8	7%
7.	French	0	0%
8.	Arabic	0	0%
9.	Sign Language	0	0%
Total		114	100%

The majority of respondents in this survey questionnaire have 1-5 years of experience in media and this number constitutes 36 journalists which accounts (37.5%), that followed by

journalists who stayed in media for 6-10 years (27.1%). Less number of journalists got 11-15 years years of experiences that constitute (25%).

The above facts imply that, 86 journalists which hold 90% of the whole have below 15 years of experiences. The more the number of experience goes up, the more the frequency of journalists descends. Journalists who have more than 15 years of experience are 10% of all the respondents. This does tell that media personnel in Ethiopia is filled by mobile journalists who use the profession as a way to brand themselves and look for economic and other benefits outside media. Weaver (2005) argues that mobility of journalists would be moderately common trend in many countries. Basically, the factors cannot only attributed to economic benefits as dissatisfactions with regard to lack of professional media environment and others are common in Ethiopian media industries as well (Shubba, 2014).

Table 5 Respondents years of experience

No.	Years of Experience	Frequency	Percentage
1.	1-5	36	37.5%
2.	6-10	26	27.1%
3.	11-15	24	25%
4.	16-20	4	4.2%
5.	Above 21	6	6.3%
Total		96	100%

Table 6 Journalists use of social media for news making purpose to limit its effects

No.	Journalists Use of Social Media	Frequency	Percentage
1.	Yes	96	100%
2.	No	0	0%
Total		96	100%

Almost all journalists (100%) in Ethiopia have taken social media presence as mentioned in table 6 above. The use of social media for news making and media engagement on social media through the accounts of their own makes effects of social media on the traditional media outlets less. This encompasses the key interviewees as well.

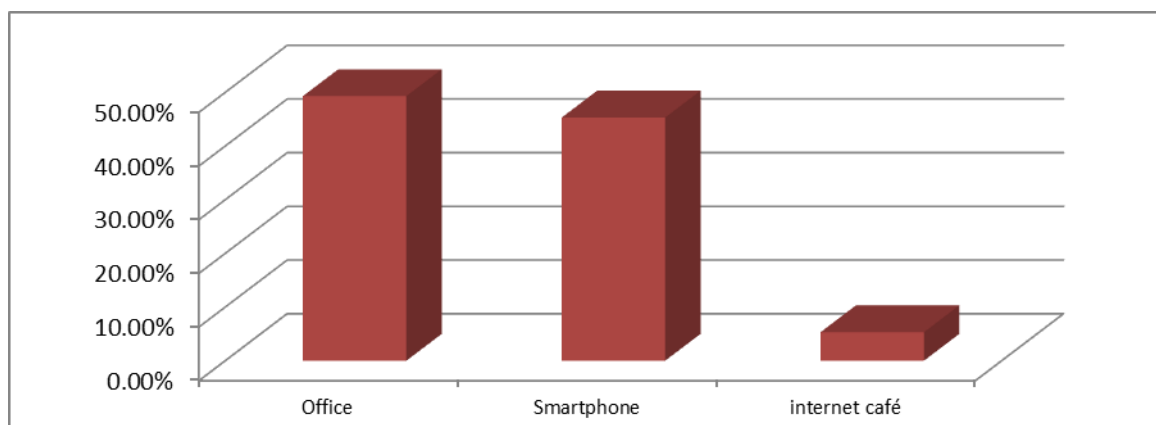
Comparing to other countries, journalists in Ethiopia embraced social media less for news making purposes. Eventhough social media brought a global impact in short period of time

and blur the lines between a journalist and audiences; the way Ethiopian media outlets use social media for news making still needs to be improved. Above all, the users of social media have come to resist the role of traditional media news making in Ethiopia and nag them to focus on public demand.

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

Based on this fact, universally, the delineation between mainstream media and social media content providers is without boundaries nowadays. By their very nature social media is, probably, the first media that publics are content providers and instantaneously well-timed. If so, embracing social media is seemingly vital to media personal in the age of technological insightful society and the world. If the people are changing the way of receiving news, so should the journalists. Therefore, Ethiopian journalists embracing of social media are important and needs due considerations as well in minimizing the effects.

Figure 10 Respondents access to internet to use social media



The above bar graph displays that journalists mainly access to social media at office than any other places and this accounts (49.3%). This would be followed by the use of Smartphone, mobile (cell phone) or tablet to access internet from everywhere and this one constitutes (45.3%). Respondents rarely use internet cafes to access their social media accounts which cover only (5.3%).

Journalists use diverse social media types to lessen the effects that social media can bring on the traditional one. Table 7 below shows that except few, most of the media workers custom

Facebook (21.7%). This is followed by YouTube (18.7%), Google+ and twitter (11.8%) respectively. Instagram takes the 4th place with 28 journalists which account 7.5% of the whole. Wikipedia is on the fifth floor as per the use of participants (7%). Although journalists in Ethiopia embrace other social media platforms like LinkedIn (6.4%), Blogs (3.2%) and others like tiktok, whatsapp, messengers, imo and telegram(10.2%), which, are not common to many journalists like that of Facebook and YouTube. Comparing to Ethiopia journalists, in Kenya journalists embraced Twitter and Facebook than other social media platforms (Tomno, 2012). This can be well attributed to the acceptance of Facebook and Twitter worldwide. I.e. Facebook is the top social media platform which embraced by billions in the world. Unlike Ethiopia, in some developed countries, the use of Twitter by journalists, professionals, and politicians is more popular than Facebook. Twitter is believed to be the platform which utilized more of by literate groups. In Ethiopia, including the Prime Minister Abiy Ahmed (PhD) and higher officials are favored to twitter. Journalists and media personal directly quote and use the information as it is written by the officials and this creates media homogeneity. The interviewees contended on this part as well. This is one of the social media effects on the traditional one.

Table 7 To Minimize the Effects, Social media types reporters use in Ethiopia for news making purposes

No.	Types of Social Media Journalists Use For News Making.	Frequency	Percentage
1.	Facebook	81	21.7%
2.	Blogs	12	3.2%
3.	LinkedIn	24	6.4%
4.	Wikipedia	26	7%
5.	Twitter	44	11.8%
6.	YouTube	70	18.7%
7.	Google+	44	11.8%
8.	Pinterest	2	0.5%
9.	Instagram	28	7.5%
10.	SoundCloud	4	1.1%
11.	Others	38	10.2%
Total		373	100%

4.2.1. Participants Attention on Social Media Existence in Minimizing the effects.

Table 8 mentioned below shows that reporters spent most of their time for work to access social media to lessen its effects. The respondents who utilize social media everytime a day constitute more number which means 85.4% of the whole reporters. 14 journalists account (14.6%) access social media for their news making purpose on weekly basis. This means 100% of journalists in Ethiopia access social media regularly for new information despite the frequency.

Although there are no prior researches, to the best of researcher’s knowledge, with regard to “exploring the effects of social media on news making”, the finding shows that social media put effects on traditional media news making. Seeing from the prespective of news, the more citizen journalism goes live on social media, the more credibility of media mainstream is affected. The clients of social media increases and that of traditional media declines (interviewee 2, April 20, 2022). This might have an impact on the way journalists perceive their audiences and what those audiences are looking from the media and journalists. This is owing to the reason that the social media is a sphere where user produces contents and Participates in a discussion with others regardless of a boundary or profession limitation.

Table 8 Reporters degree of using social media for news making purpose

No	How Often Reporters Use Social Media for news making	Frequency	Percentage
1.	Many times a day	82	85.4%
2.	Once a day	0	0%
3.	A few days in a week	14	14.6%
4.	Once a week	0	0%
5.	A few days in a month	0	0%
Total		96	100%

4.2.2. Individual versus Professional Use of New Media for news consumption

Of course new media is challenging in a universal media atmosphere, as journalists, utilizing the new media sphere both for personal and news making purpose is essential. In fact, the changeability of inadequate demarcation would shape the relation between a journalist, an

audience, and sources of news. Consequently, this might have an effect on the overall media scenery. Nevertheless, this is a dissimilar story for the majority of journalists in different countries worldwide since they use social media for multi-purposes.

Table 9 Purpose of Expending New Media

No.	The Purpose of Using Social Media	Frequency	Percentage
1.	To get breaking news	26	25.5%
2.	To make timely news	2	2%
3.	For Both	74	72.5%
	Total	102	100%

4.2.2.1. Personal vs Professional Practice and its Effects on news

As shown above (table 9), the majority of respondents use social media to get breaking news and for making news (72.5%), whereas only two participants use social media merely for news making purpose (2%). The rest 26 journalists with 25.5% use social media to get breaking news only. This reflects that journalists would utilize social media for breaking news and to gather information on social media platforms in their daily routins.

Accordingly, more number of respondents uses the new media for both news making and for breaking news. This can be justified that the respondents who use social media for news making and breaking news would favor audiences than the other. This is due to the fact that social media is the media of audiences. To the flip side, there can be noticeable challenges as well. In that there would be a problem of demarcation between professional content providers and audiences since all could create contents.

Indeed, journalists have full right to use social media for personal as well as for professional commitments. In an evolving communication space like Facebook, Twitter, Tiktok which can be used for entirety from breaking news to ordinariness, journalists have by far greater accredited to write about whatever strikes their fancy, including the routine details of their day-to-day activities (Lasorsa et al, 2012). More or less, an essential challenge for new media users is that mis- and disinformation typically looks exactly the same as real news. So, at first glance, it can be very hard for professional to differentiate fact from fiction. The spread of mis- and disinformation can be unintentional, especially when people share stories from humorous websites. As professional, it is crucial to cross-check the birthplaces of the news

carefully. Anyone using social media platforms need to be conscious about effects of what they say online (Radcliffe, 2020).

Therefore, EBC, FBC and other giant traditional media outlets have produced strategies for journalists and media outlets on new media exploitation. However, this cannot be out of problems because journalists may challenge such guidelines saying it is in contradiction of individual freedom. Regardless of the fact, journalists' are consuming new media for personal purposes worldwide and in Ethiopia as well (Opgenhaffen & Scheerlinck, 2014).

The below mentioned figure 11 supports the above mentioned facts which indicates that in Ethiopia, journalists use social media for news receiving purposes always that accounts (81.3%) and few number of respondents embrace social media less time in a day (16.7%). The third and lesser number of journalists (2.1%) never uses social media in their daily breaking news making and receiving.

Table (10) mentioned below displays that the professional consumption of social media among journalists fluctuates. More respondents (80) utilize social media to find news and information which accounts (11.5%) of the whole. This is followed by using social media to share information with others (8.6%). Of total number in the study 46 (6.6%) journalists use social media for breaking news. The same holds true for journalists that use social media to promote and distribute their works and those media managers want them to use social media. The others follow different information sources and on media outlets update (6.3%). On the other side, journalists utilize new media to check what other media are doing (6.9%). Ethiopian journalists infrequently use social media to get feedback from audiences (5.7%), to engage on discussions with audiences (5.5%), and to invite audiences to follow their news (4.3%) correspondingly. In fact, there are respondents who use new media platforms to see what people are talking about globally (4.6%). Not only these, social media used to get new ideas to begin their investigative stories (7.2%), to share informations with others (8.6%), for networking (5.7%), to follow important people (sources) (3.5%), to download and upload audio/video as well as to see what is going on throughout the world (4%) and lastly, media personal rarely uses social media for personal branding (2%).

Table 10 Professional use of social media to lessen its effects

No.	Journalists Professional Use of Social Media	Frequency	Percentage
1.	To find news and information	80	11.5%
2.	To get feedback from audience	40	5.7%
3.	To check what other media do	48	6.9%
4.	To promote and distribute their work	46	6.6%
5.	To look an idea and produce it to news	50	7.2%
6.	To share news with others	60	8.6%
7.	To invite audiences to read news	30	4.3%
8.	To find out what people are talking about	32	4.6%
9.	To engage on a discussion with audiences	38	5.5%
10.	To follow sources and media outlets' update	44	6.3%
11.	Because your editors and media want it	46	6.6%
12.	For breaking news	46	6.6%
13.	For networking	40	5.7%
14.	To follow important people	24	3.5%
15.	To download and upload audio/video	28	4%
16.	Just only to see what is going on	28	4%
17.	For personal branding	14	2%
	Total	694	100%

According to the above table, journalists retain the demarcation between themselves and audiences for the reason that, partly they are less serving what audiences are looking from their media and this can be taken as the effects of social media on professionalism and the the media itself. This could be again attributed to more importantly that, it is the deficiency of professional journalism values that deters them from engaging with audiences on social media. In accordance with the questionnaire, with the use of intensive interview the

researcher finds out that the vast majority of journalists use social media to have an idea and produce it to big stories.

The digital media director at Fana Broadcasting Corporate argues that social media does not offer complete information; nonetheless it could initiate a journalist to do investigations for more news. Another respondent confirmed that he gets tips from new media platforms and other sources to produce well organized news. Therefore, journalists are using social media as a space where to gather ideas that are capable to be big storie. On the other hand, interviewee 1, on April 20, 2022 contends that, social media can be the starting point to build up big stories, however, it is impossible to be first on breaking news at the time when citizen journalism is flourishing and this assumption is common among most of the journalists as well.

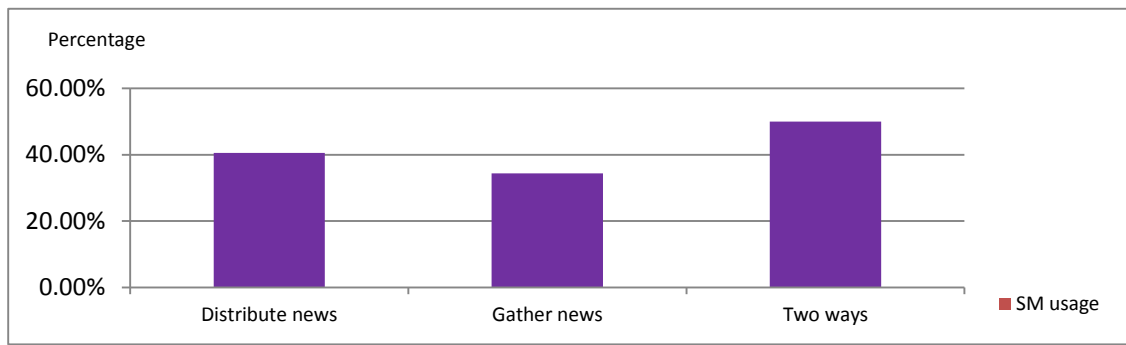
Table (11) mentioned below shows, the respondents (56) replied that they use social media for news making purpose sometimes and rarely which account (58.4%). This is followed by the journalists utilizing social media very often (27%). Participants often use social media for news making purpose which constitute (10.4%), whereas, those who never use social media for news making purpose are only 4 journalists forming 4.2%. Almost all participants consider the presence of social media to help their media outlets coming up with fresh news.

Table 11 To what extent do you use social media for news purpose?

No	Social media usage for news purpose	Frequency	Percentage
1.	Very often (always)	26	27%
2.	Often	10	10.4%
3.	Sometimes	28	29.2%
4.	Rarely	28	29.2%
5.	Never	4	4.2%
	Total	96	100%

However, much less numberof participants still believe as using social media is killing promising time of their work. These participants are busy with their works and they never have time to use social media and less engaged to the world.

Figure 11 Reporters' value most of social media



The above bar graph shows that reporters in Ethiopia use new media mostly to gather and to share news and information which accounts (50%). This is followed by journalists who only gather news and information from social media networks (35%). The lowest value journalists have on social media is distributing news and information on these platforms (14.5%).

This implies that respondents use social media mainly to gather news than providing. Similarly, almost all interviewees exclaimed that they do consume social media than providing content for the platforms. Adding to this, Knight (2013) puts his argument that journalists need to understand how to collaborate with users, not simply take from them. Talking, interacting, thanking and crediting all become unavoidable. The researcher observed that many journalists are on social media, had it been for personal or news making purposes. However, they are less at using social media for information dissemination purposes.

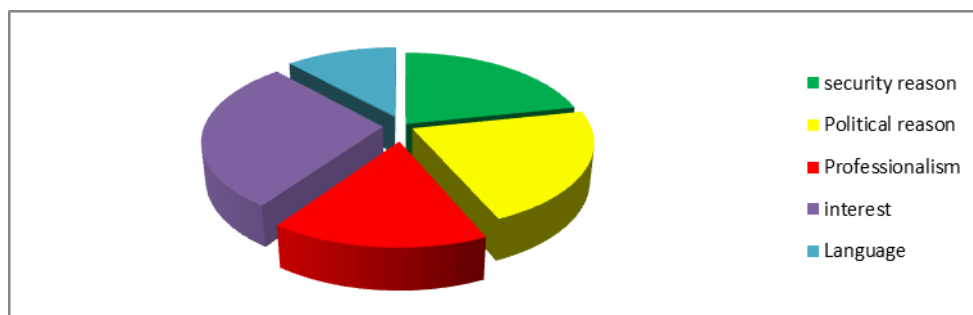
It is much clear that, facebook is the most used social media platforms which news can be released from the spot that can create instant effects on traditional media news making everyday. Table 12 below shows that, it is sometimes that journalist in Ethiopia participates in Facebook discussion forums concerning the news rotating on social media platforms. Mainly this group formed 33.3% of the sample. Respondents who rarely participate on providing contents on social media platforms account 31.3% of the whole sample. On the third, 16 journalists (16.7) always participate on facebook discussions typically on news making. At the same time, journalists who frequently participate on Facebook constitute 6.3%. On the flip side of this, 8 journalists never participated on such discussions which hold (8.3%). There are four journalists that account 4.2% who never utilize Facebook. It is simple for someone to understand from the data that, almost all reporters (92) uses Facebook even if their participation on critical issues is less. Some journalists claim that they participate more on social, religious, cultural and entertainment issues than political and other sensitive issues

on social media, particularly on Facebook. A senior reporter at Ethiopian Broadcasting Corporation explains that journalists are not openly participating on social media due to media editorial policy and fear of the consequences from the government and the media outlet itself.

Table 12 Respondents rate of participation on Facebook news making

No.	Journalists rate of participation on Facebook	Frequency	Percentage
1.	I always participate	16	16.7%
2.	I frequently participate	6	6.3%
3.	I sometimes participate	32	33.3%
4.	I rarely participate	30	31.3%
5.	I never participate	8	8.3%
6.	I don't use Facebook	4	4.2%
Total		96	100%

Figure 12 Reasons that deter respondents from discussing on news running on Facebook



As indicated on the above pie graph (figure 13), respondents who attributed their reason to security and political reasons are high which is expected by the researcher. At the expense, those who cited interest as a reason are on the second (19.5%). Certainly, the professional identity of respondent itself can be a case too, which holds (18.3%). The respondents argue that, they are not bold enough to tell what their true feeling is. On the other hand, the stiff control from the government and the informal way of monitoring and guiding journalists online can be well attributed to the journalist's response and lack of interest is what deters them from participating in discussions on social media (an email interview with Ameyu, on May 2, 2022).

Table 13 Journalists' trust of information on social media

No.	Journalists Trust of breaking news on Social Media	Frequency	Percentage
1.	I do trust	6	6.3%
2.	I don't trust	10	10.4%
3.	It depends	80	83.3%
Total		96	100%

All most all journalists in Ethiopia trust the information on new media; however, the degree of acceptance (trust) depends on the information they acquire from the platforms. Most participants which accounts (83.3%) accept news from social media depend on the information they acquired. On the flip side, ten journalists that hold (10.4%) never utilize the informations they obtain from social media. There are 6 journalists who do trust social media undoubtedly which constitute (6.3%).

Generally speaking, there would be difference between journalists who do trust and on the flip side that never trust in their daily reporting. A well experienced journalist in the newsroom at Ethiopian Broadcasting Corporation claims that, he trusts social media sometimes only if accounts are verified. The issues raised on social media can be true as well, but we can not cover due to fearing. For example, the rumor about conflict between Amhara militias and Wollo Oromos was fact. It was the information that social media mainly discussed about that never covered by mainstream media and this can be taken as social media effects on mainstream media (Interviewee 5, April 20, 2022).

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

Table 14 Respondents validation of social media news

No.	How Journalists Validate Content from Social Media	Frequency	Percentage
1	Contacting official sources	68	70.8%

2	Contacting the social media source	10	10.4%
3	Asking other journalists	12	12.5%
4	I don't use the content I get from social media	6	6.3%
	Total	96	100%

It is observed that, journalists and media person are facing difficulties on validating news they get from social media platforms or from individual's accounts that are even verified. There is a tendency to accept news from verified sources directly and sometimes they misled by those sources intentionally. This kills the credibility of the media outlets and the journalists themselves.

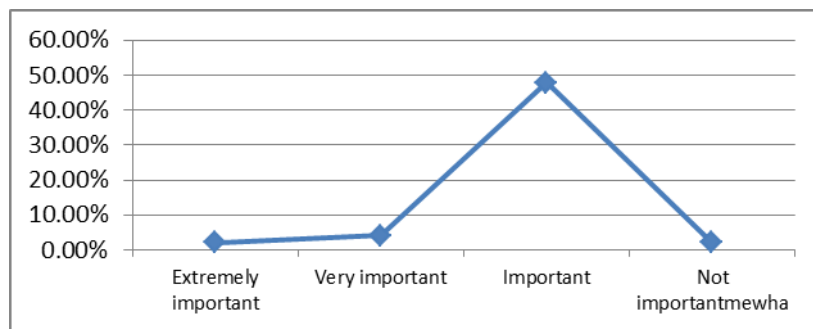
On the other hand, taking news from officials' accounts and utilize as news might create uniformity on Ethiopia media landscape. Respondents argue that they are not given a chance to verify information received from the sources. It would be better if journalists ask the right questions (5WH) to get balanced news. Journalists exclaim that they are doing a translation job than creating contents. Even with these circumstances, journalists and media managers in Ethiopia still believe that the people always await them for a confirmation on issues widely told on social media. Verification is not a simple task for media personel because, it is a way to preserve trust in traditional media. Accordingly, the above mentioned table (14) indicates that the majority of journalists in Ethiopia validate the content they get from social media by contacting authorized sources (70.8%), which followed by asking other journalists (12.5%). Others would cross check facts by contacting the social media source (10.4%). To the contrary of the above mentioned facts, few respondents (6 journalists) constituting (6.3%) responded that they don't use the information they get from social media. Interviewees also explain that calling officials where the issue raised by the new media to ask the social media sources and arriving at the place where incidents happen are techniques journalists in Ethiopia routine to verify information gained from social media platforms. The verification would be tougher if the issue is political controversial, if the place is remote as well because the option journalists have is phoning to the officials. As a good advice, Knight and Cook (2013) recommend that verifying the person, the information, and crowd sourcing are strategies for verifying the authenticity of social media contents.

One of the ultimate chances new media has brought in this age is providing information timely despite that is true or erroneous. And it is the duty of journalists and media outlets to

confirm information. This is due to the fact that verification is the crux of reporters that separates it from propaganda, entertainment or any other activities of partisan in nature (Kovach & Rosenstiel, 2014). Promisingly however, they argue that with the evolving of social media the process of verification has become more public, and more collaborative.

4.2.2.2. Social Media Timelines and the Making of News in Mainstream media

Figure 13 respondents rate of social media importance in their daily news making



Based on line graph (figure 14) mentioned above digital media is important in the regular commotion of journalists in Ethiopia. This group formed almost half of the total number of journalists (47.9%) which is followed by the group that assumed fairly important (43.7%). For around four journalists, rated social media is very important in their unremarkable news making. While those who responded extremely important (2.1%) rated that it wouldn't be possible for them to do their job without social media. On the flip side, the same number (2) journalists which constitute (2.1%) responded that social media is not important at all in their daily news making.

As tried to mention above, one can conclude that journalists in Ethiopia are benefiting from social media on their daily news making. Social media is a crucial tool to journalists of this age in that it provides them ample information across the globe that was not the case before, argue experienced journalists. At the same time, there are lesser moments journalists are also blamed for depending too much on social media. Editor in Fana argues that, the problem is, it is hard to come up with fresh ideas pre-social media due to time schedule of news in mainstream outlets.

4.3. Traditional Media News Making in the Age of Blossoming Social Media

It is believed that, new media brought multiple changes on traditional media news coverage. Owing to the rise of new media platforms, old media outlets have changed the way they involve with audiences as well. This undeniable fact is not some thing to happen for shorter period of time; rather it has come to exists for ever as an alternative means of news coverage and distribution as well. For this reason, social media editors who are active on 24/7 basis employed so as to make information available on time and everywhere in this age of information. This has increased a competition between media outlets to make them more interactive than ever (Cyber media manager at EBC). Generally speaking, the effects of social media are to stay as well and the only thing is how we update ourselves to involve more on social media utilization (Digital media director at Fana).

Table 15 The big opportunity or challenge social media have brought on your work in news making.

No.	Opportunity or challenge social media have brought on news making	Frequency	Percentage
1.	It makes news and information easily accessible	64	17.5%
2.	It creates messes on our work by releasing breaking news ahead	38	10.4%
3.	It makes gathering of news easy	64	17.5%
4.	It makes sharing and distributing of news easy	50	13.7%
5.	It improves your relationship with the audience	46	12.6%
6.	It improves your job since it provides up to date information	44	12%
7.	Enable you to know the agenda of the people	60	16.4%
Total		366	100%

Based on table (15) mentioned above the opportunity or challenge social media have brought on news making of traditional media outlets are varies. Accordingly, the majority of journalists (64) which constitute (17.5) of the whole responded that social media makes news and information easily accessible and simplifies gathering of news as well. As clearly

described in the literature review part of the study, social media enables the journalists to know the agenda of the public. As the respondents forwarded, the second highest number of the journalists which holds (16.4%) said social media enabled them to know the agenda of the people and what the people are talking about in common. It would be better to add the role of social media in a group of people with similar background and perspectives as mentioned in chapter two of the study. Beside sharing and distributing informations which accounts (13.7%), it also improves journalists' relationship with the audiences (12.6%) and it improves their job since it provides up to dated information (12%). It would be better to see the negative impacts of social media in journalists' day to day activities as well. Accordingly, 38 journalists which constitute (10.4%) responded that social media creates messes on journalists' work by releasing breaking news ahead. Generally speaking, social media has both negative and positive impacts on media mainstream and the profession as well.

4.4. Journalists Practice of Social Media Utilization

As mentioned below in the given pie graph (4), 60 journalists sourced information from social media which forms (62.5%), whereas, the less number of journalists (37.5%) of them responded that they never utilize social media as source of information. This happened due to the trust journalists have on social media saying that it lacks credibility as most of the informations are mere creations. Accordingly, traditional media outlets in Ethiopia prohibit citation from social media, and because it needs further research to confirm. Additionally, journalists argue that there is distorted view from the government towards social media in such a way that it bans them from sourcing. These all attributed to the problems of balanced view, opinion, and the very fact that most of the social media issues are against the many contents of traditional media outlets (interviewee 10, May 8, 2022).

Other interviewee contends that the state sees social media as a force of destruction and they prohibited to not use it as source of news. It is due to this, journalists forced to use the information they get from social media for personal consumption than for news making purpose. Those who do use for professional purposes argue that they use the information they get from social media as a starting point and a clue for further project. Furthermore, this does not mean that they are crediting the social media (Interviewee 9, May 8, 2022).

Consequently, it is simple to recognize the problem is with confirmation. This would have an impact on the competitiveness of a media tradition. Basically, journalists should have the knowledge and knowhow of social media to utilize well for news making purpose.

Figure 14 Respondents practice of sourcing news from social media

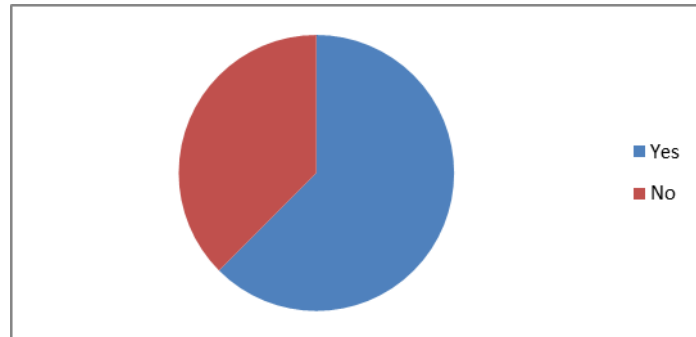


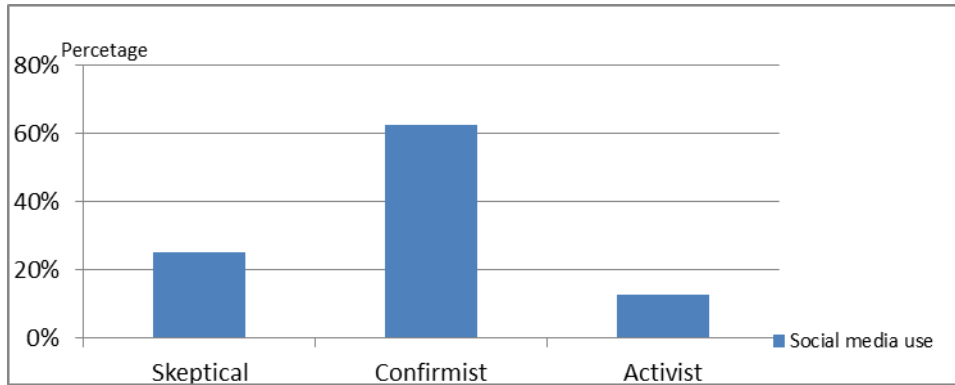
Table 16 Journalists knowledge of social media usage for news making

No.	Journalists Knowledge of Social Media	Frequency	Percentage
1.	Excellent	22	22.9%
2.	Very good	30	31.3%
3.	Good	32	33.3%
4.	Average	10	10.4%
5.	Poor	2	2.1%
Total		96	100%

The majority of journalists believed that they have good knowledge to use and exploit social media according to the above mentioned table (16). This group formed 33.3% of the entire. Around 30 journalists said they have very good skill of using social media for news making purpose. This estimates second with (31.3%). The third social media consumers have an excellent expertise (22.9%) to embrace social media. The fourth and fifth social media users have an average of (10.4%) and poor knowledged users of social media account (2.1%) respectively. This implies that journalists in Ethiopia rate good at using social media with associate. In an age where social media brought a global awareness, journalists' knowledge of social media must be positive always.

4.4.1. The Effects and New Professional Divide among Respondents Category of Social Media Usage

Figure 15 Respondents category of social media use for news making



The above mentioned bar graph shows that the vast majority of journalists are conformist (62.3%). There are also the journalists who think they are skeptical constitutes (25%). On the other side, there are activists (very active users) forming the lesser category (12.5%). This does mean that respondents are curious to each and every issue on social media. They access their social media account many times a day for multi-purposes. This implies that most journalists in Ethiopia are active users. This could reinforce an argument that says most journalists in Ethiopia are active users for the reason that they have a good knowledge of social media consumption.

Morethan 62% of the participants in this study are conformist, which means that, they use social media in their daily basis. Much less number of participants in the study are skeptical and activists. In addition Hedman (2013)) identifies that, there is difference between three categories of social media users; passionate activists, realistic conformists, and skeptical shunners. Activists are little in number, but they use social media for audience adaptation and labeling, whereas conformists are consistent users ofnew social media though, less likely to produce content for the platform and accept the delineation line between personal and professional use of social media. Conformists are characterized by undecided behavior. The third one is the skeptical who are primarily elder journalists who infrequently trust social media is significant for journalism and are rare in number like that of activists. Thus, there is a new professional digital divide between journalists social media use.

Table (17) mentioned below shows that, the large number of journalists (32%) are not using social media for news making purpose, as of the trust that they have on the platforms. They believed that, the contents from social media are unbalanced and individuals' perspective

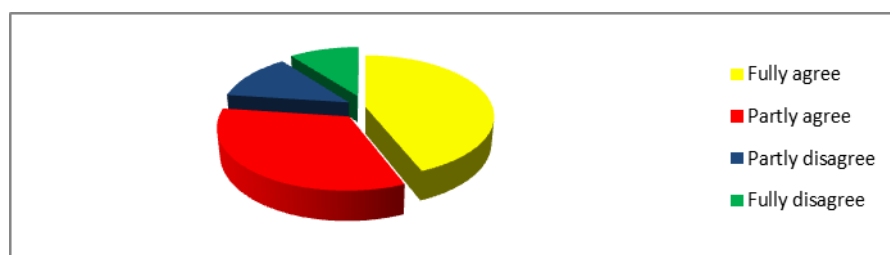
certainly. Due to this, they are forced to cross-check the issues than directly sourcing. 42 journalists which account (20.4%) concern over the sources' privacy. The guidelines of the organization they are working for again prohibit journalists from using social media platforms for sourcing directly (17.5%). New media platform is not widely used by relevant contacts (14.6%). This group believes that, most of social media users use their pseudo name due to the fear of doubts. 16 journalists that constitute (7.8%), concerns over their personal privacy and professional reputation. The rest with the same number of journalists with the above don't think it is the right thing to use social media platforms in sourcing.

Table 17 The discourage and challenge(s) media face in using social media for news making purpose

No.	The discourage and challenge(s) of Using social media for news making purpose	Frequency	Percentage
1.	Information cannot be trusted	66	32%
2.	The guidelines of organization I am working in prohibits me	36	17.5%
3.	Concerns over my personal privacy and professional reputation	16	7.8%
4.	Concerns over the sources privacy	42	20.4%
5.	It is not widely used by relevant contacts	30	14.6%
6.	I don't think it is the right thing to do	16	7.8%
Total		206	100%

4.5. Ethiopia: Social Media versus traditional Media Audience Relationship in Tackling the Effects.

Figure 16 Respondents view towards social media's importance in improving media audience relationship



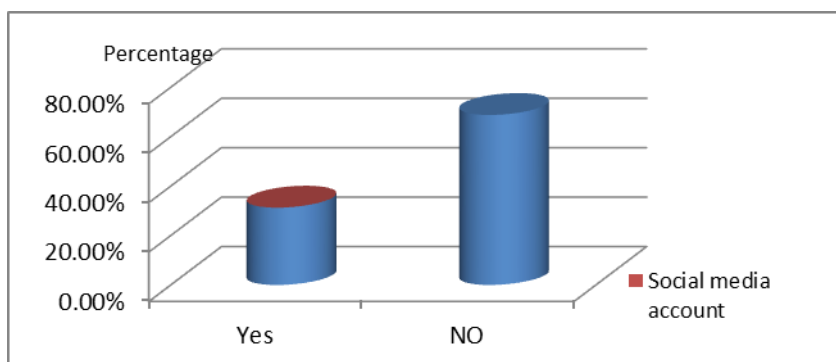
The above pie graph indicates that the majority of participants agreed that social media would have the potential to improve traditional media audience relationship. Some respondents fully agreed that social media would change the relationship between traditional media outlets and that of new media platforms. This respondents hold large number of the whole which constitute (43.8%). On the second, 32 respondents forwarded their idea as they are partly agreed with the concerns of social media and audiences’ relationship. This followed by journalists who claimed that they partly disagree (12.5%). While, 10.4% of respondents fully disagree with the view of the role of new media in improving media audience relationship, though the degree fluctuates. Ten respondents fully disagreed implying that social media has nothing to do with improving media audience relationship.

In addition to these, interviewees contended that social media has the potential to advance the traditional media and audience relationship. This implies that audiences are marching towards social media or internet which in turn converted the way traditional media outlets take part with their audiences (interviewee 3, April 20, 2022). Therefore, to persist relevant and to scrutinize what the people desire, joining social media is an optionless decision for traditional media outlets. This does tell that media outlets must be everywhere, since the trend of news and information consumption is changing.

Cyber media manager at Ethiopian Broadcasting Corporation contends that different kinds of reactions from the audiences and followers, had it been good reaction or even an abusive is our feedback. On the other hand, digital media director at Fana Broadcasting Corporate agreed with this and contends that “they would understand the feelings of their followers on the contents they have presented with and it helps to work for better improvements”.

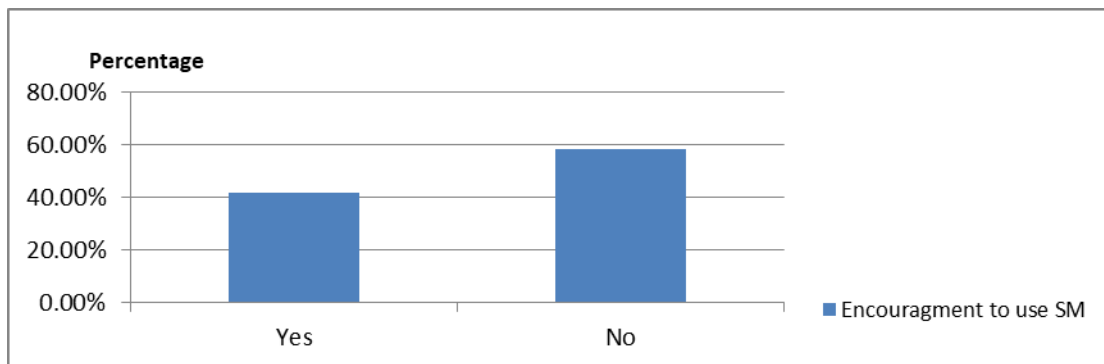
4.5.1. Reporters Management of Social Media for news purposes

Figure 17 Respondents management of social media account with the name of their news program



Based on the above bar graph (figure 18), there are respondents running social media accounts with the name of their programs and used to disseminate the missed news from mainstream media through their personal accounts which nag the audiences to be attracted to new media and this again kills the credibility of media outlets among audiences. It is clearly indicated that 31.3% of journalists have their own social media accounts with the name of the program or their personal name as well as pseudo name. On the flip side, 66 respondents which accounts (68.8%) don't have social media accounts to promote their programs. This implies that almost morethan half of the respondents from the whole have no social media accounts for news making and delivery purposes. This indicated that traditional media personal's utilization of digital media platforms still needs to be changed eventhough, managing social media is a big task and embarrassing it is risk by itself.

Figure 18 Reporters view towards the media they work for encourage them of using social media for news making purpose



It is also responded whether the media outlets they are working for encouraging them to use social media for news making purpose, especially on giving them trainings. Creating awareness among journalists is crucial in tackling the social media effects on media mainstream.

As a result, the above bar graph shows that the majority of journalists (61.94%) responded that they never get training on social media utilization; whereas 38% believed that they get encouragement to enhance their work by utilizing social media platforms. According to reporters in two media outlets, previously reporters are unfortunate with their media outlets with regard on social media utilization for news making purposes. However, the situation seems changed now. Media outlets by now encourage reporters to follow up and use the information regulating on social media for news development and reporting (interviewee 1, April 20, 2022).

It is upon the media outlets' view that journalists can easily utilize social media for different purposes and no need of traine them (interviewee 4, April 20, 2022). Ethiopian broadcasting corporation editor in chief claims that, the government has given training to journalists near day due to 'cyber war' happened in the country. She added that, the drill was to protect the followers of EBC accounts from misinformation. Other media manager at EBC explains that the goal of training was to allocate success stories to the social media users and how the reporter address issues to the audiences concerning cyber attack in case it happened. Mainly, it is few journalists who did get such trainings and most of them were middle and top level media managers. Hence, it would be simple to see what impact they have brought when they got to their respective offices. Therefore, it is safe to say journalists receive trainings from government affiliated trainers to de-professionalize their profession and serve as the role of purely building image of the government on new media platforms as well.

The finding shows that journalists use social media by their exertion. The inspiration and help of the media outlets is inadequate. An experienced producer at Ethiopian Broadcasting Corporation who aspires to embrace social media tells the researcher that he received training once so far on the basic usage of social media that lasted for half a day. However, he exclaims that, leave alone for professionalism, the training is not enough to use social media for personal purpose. This implies that they are keen to know more about social media albeit there is lack of help from the media outlets.

4.5.2. Social Media and The News Timeliness

It is observed that, new media and traditional media in Ethiopia have got better bond nowadays. However, this happened due to the over-riding of social media on news coverage and mainstream media are forced to use social media accounts for multiple purposes in addition to foretelling the facts. Digital media director at Fana Broadcasting Corporation explained that they are trying to cop up with social media in breaking news making, however, it is totally unbearable to be the first. This happened due to the social media utilization by individuals and citizen journalisms. In contrast, (interviewee 1, April 20, 2022) contend that, "social media is an opportunity for traditional media outlets, however the problem is the way we exploit it". To the end of this social media these days get a stretchable bond with the mainstream media serving as an alternative platform, enhancing political acculturation, and advocating social justice campaigns despite increasing scrutiny and internet clarifying in Ethiopia.

To the contrary, social media is fuelling the flames of ethnic politics. It means that mainstream media and social media are widening the polarization of societies. Likewise, journalists, editors, and media managers contended that there is bitterness between the new sphere of communication (digital media) and the traditional media they are working for. Almost all interviewees spell that social media sphere is a space where the media convergency created in this era. (Interviewee 5, April 20, 2022).

4.6. Effects Social Media on EBC and FBC While News Making

The researcher observed that there are many accounts of social media of EBC, both in its former name and the new name, in addition to the Facebook accounts which is managed by the mainstream. A producer at cyber media department contends that it is difficult to manage the pseudo names and all information from social media; however, we are trying all our best to not miss something unique. Another Interviewee contends that many fake accounts are there by our media outlets name just to mislead the followers. Many programs and radio stations of EBC have social media accounts. There are others as well from outside since anyone could create. We can only manage and identify ourselves if and only if official account is verified and most of EBC accounts are verified now (Interviewee 2, April 20, 2022).

Both the stations are highly networked to digital media this time. This is aimed at reaching the audiences on time by minimizing the negative impacts of new media on news making of these media outlets and yet promoting their social media accounts.

The researcher observed that the Facebook accounts of EBC (television and radio) have millions of followers. To this end the Facebook pages of Ethiopian Broadcasting Corporation provide news and stories, mainly, that are produced for television medium using social media accounts. This implies that there are social media impacts concerning news making in Ethiopian media outlets and are nagged to join the new media platforms. It is clear that, the new media affects stream media both positively and negatively.

Though, Fana is among the creator media outlets to have paid attention to social media platforms. By now, the station uses social media types like Facebook, Twitter, Instagram, and YouTube even planned to deal with tiktok. The station has a Google+ account which is currently active and recently joined SoundCloud. In addition to this, researcher validated from media managers that the Facebook and Twitter accounts serve in two languages; Amharic and Afan Oromo. The Facebook and twitter account of Fana Broadcasting

Corporate are verified accounts and this let users identify which accounts are official to Fana. By doing these and others, mainstream media are tackling the effects of new media.

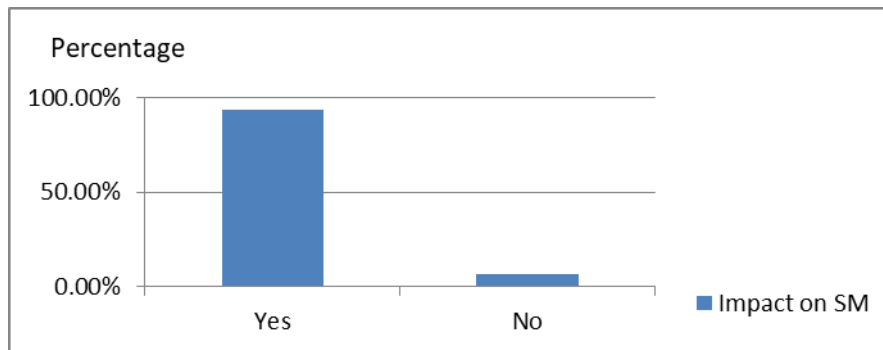
A manager at the station told the researcher that the many issues shared on digital media site of the station are stories that show the growth of Ethiopia so as to keep building the image of the country on the platform and mainly by placing the Diasporas into consideration in informing national issues. Adding that, Fana broadcasting corporation sees social media as chance and threat as well. As an opportunity, social media has created simple ways to gather different contents for progress and access for news easily from different websites. However, it has brought several threats to traditional media outlets as well. To this end social media creates number of citizen journalisms that could air news on spot. Due to this and other factors, traditional media has become the main assurance of news which regulate on social media (Interviewee 1, April 20, 2022).

The researcher observed that the probabilities of being antecedence on news coverage by social media platforms are too high. To this end, mainstream media outlets lose their credibility and most of their duties will be assuring. The reason why social media is more attractive among the users is, it provides two ways of communication and the users can react on the contents of the informations whether it is positive or negative reactions. As it was stated above, social media is a good platform as well to know what really the people feel about contents and it would be better to label social media as societal media platform.

In both media outlets, there are employees separately assigned to social media platforms. Those individuals strictly follow what contents are releasing on social media for about 24/7 hours. The editors at cyber media told the researcher that they utilize social media comments as feedback whether it is abusement or positive comments and use to provide more services for the followers through their social media accounts. Adding to these, the digital media director at Fana Broadcasting corporate added that, the station has developed different social media accounts for the purpose of addressing news to the audiences and gathering feedbacks from the followers. Easy to understand that traditional media outlets in Ethiopia are nagged to join social media to reduce the noticeable effects of new media platforms.

4.6.1. The Impacts of Social Media on Traditional Media News Making

Figure 19 Respondents view towards the impact of social media on Ethiopian media News Making.



The bar graph mentioned above specifies plainly that almost all of respondents whispered that social media has impacted Ethiopian media news making. 90 out of 96 journalists constitute (93.7%) of journalists thought social media has impacted the Ethiopian media landscape on their news making, whereas only 6 respondents which holds (6.3%) believed, Ethiopian media is not impacted with the rise of social media on their daily routines. Interviewees put that, social media impacted on losing audiences, as well as social media became media of option, and pushing the people to have less trust in mainstream media. To the end of this, it awakes the media in particular and the government in general, and produces a competition with the media merely if they utilize it positively. It provides different contents which made this media a platform of society that owned by everybody as well as entertains the voices of voiceless. Digital media manager at Fana Broadcasting Corporate furthered that social media can do what traditional media can't, to different factors. To the flip side of this, respondents exclaimed that it provides distorted information; falsify news and increase doubt. It becomes a platform to circulate information that harms the image of the country too.

Table 18 Impacts of the rise of social media on news making?

No.	The Rise of Social Media Has Impact on News Making.	Frequency	Percentage
1.	Yes	74	77.1%
2.	No	16	16.7%
3.	Don't Know	6	6.3%
	Total	96	100%

Table 20 mentioned above indicates that respondents have different perspectives whether social media impacts on news making of traditional media or not. However, 77.1% responded that social media has impact on news making of traditional media outlets; whereas 16.7% indicated that the rise of new media has nothing to do with news making. The above data shows that 6 respondents which constitute 6.3% of the whole do not have anything to say on the question. Undoubtedly, it is hard to lead social media in a world where everyone has become citizen journalism. In addition to this, social media has created less or no demarcation between journalism and social media users. Everybody can provide contents and traditional media outlets are forced to serve as assurance for contents on new media platforms (interviewee 2, April 20, 2022).

4.6.2. **The Old-fashioned Media outlets and New Media challenges**

Ethiopian media are more or less presented with event based activities which involved targeted audiences. This is for the reason that, they pay less devotion to the people and pledge themselves to more of political goals. In addition to this, the politics covered by Ethiopian media are yet from the government side, which those media outlets are made for and to assure audiences with the news evolving on new media platforms (Editor in chief at Ethiopian Broadcasting Corporation). Adding that, what they do is like assuring the audiences with the news which is already released on cyber media. They rarely provide the people with news (political news) when it is must to know. Otherwise, it would be thought as aggravating the issues, especially when it is critical news. This is common as the majority of media outlets are under the directive of media managers who out use media as a propaganda tool.

In the news room, there is high censorship. Due to this and other factors, journalists openly told the researcher that, they do not even follow the news they produced for the media outlets. A reporter added that, social media is means that nag us to not deceive the people and to speak the truth. Media outlets could be dignified as tools that can assist the people, so that people used to be notified by the media. When audiences are unnoticed with the media they follow, they will be forced to look for an alternative means of information sources. Eventhough, after the rise of social media, interviewees argue that there is a tendency to look what the people is talking about on social media platforms. More probably, this would be the outcome of the journalists' existence on new media and traditional media at the same time.

4.6.3. Social Media vs Media Convergence

Nowadays, media convergence is flourishing with the advancement of new information and communication technology that allows merging together multi-media platforms. This is the one nagged audiences toward social media platforms, which helps them to get all in one place. According to Melinda (2011), quoted in Wagari (2018) the interlocking of computers, information technology, telecommunication networks and the media content produced by newspapers, radio and television gave birth to a wonder called media convergence. This would be directly allied to the influence of new media. The rise of new media is creating a substitute media by itself. Specifically, it is charming an arena where critical issues of the people get focused and later on come to traditional media outlets. As clearly set in literature review part of the study, theory of the public sphere which mainly deals with societal engagements in formation and sharing of ideas by using the media of their own, theory of the networking society that creates social network based on technologies to communicate among the groups with common needs and uses and gratification theory that could be seen boldly among the societies seeking for specific means of communication channel to entertain their specific needs and for the sake of gaining information. These clearly shows that, people need information to satisfy their needs and prefer easy way getting information and social media is the one facilitating to quenching their needs.

To this end, the digital media director at Fana Broadcasting Corporate underlined that social media would push mainstream media to come up with balanced and well-timed news. The journalists will struggle to develop the stories that has been regulating on social media from multiple perispectives and this avoids carressless reporting of news. So as to the director, social media is an optional and even a means to deliver informations to the audiences by using social media accounts of media outlets that could produce media convergence.

Based on the above facts, someone can generalize that, media convergence is formed due to the new media arena. In addition to this, new media is impacting media outlets to look the other side of contents as well. As a result, it could be said that social media is minimizing information polarization.

In doing these and others, the biggest challenge, again, is the anxiety that the mainstream media are facing when it comes to getting first out with the news making. They need to push harder in order to meet the competition from the social media (Email interview with Ameyu, May 1, 2022). He strongly agrees that new media is killing the life span of news very shortly

as morning news would perish for prime time news late at night. Adding to this, though social media is creating media convergence, it correspondingly brought multiple effects like releasing unsubstantiated informations, making everybody journalist, misleading the society and even certainly used as source of information through further verification (an email interview with Siyoum a residential correspondent at Deutche Welle, on May 16, 2022).

On the other hand MOJO (mobile journalism) application is coming to join media arena. This implies that traditional media worldwide and particularly in Ethiopia should pay more attention to new media to remain relevant and cope up with it (interviewee 1, April 20, 2022).

4.7. The Potentials of Using Social Media for News Making Purpose in Ethiopia and its positive facets

Table 19 Opportunities social media has brought for the profession of journalists on news making

No.	Social Media Opportunities for Journalists profession of news making	Frequency	Percentage
1.	It makes news and information easily accessible	14	7.3%
2.	It makes gathering of news easy	20	10.4%
3.	It makes sharing and distribution of news easy	52	29.9%
4.	It improves your relationship with the audience	6	3.1%
5.	It improves your job by provides up to date Information	12	6.2%
6.	Enables you to know the agenda of the people	89	44.6%
Total		193	100%

Table 21 shows that, respondents are pleased about social media for the fact that it enables them to know the agenda of the people (44.6%). On the other hand, new media has made to sharing and distribution of news simple around the globe (29.9%). Thirdly, social media makes gathering of news easy (10.4%) and it makes news and information easily accessible (7.3%). Only 6 journalists who constitute (3.1%) believed that improving the relationship with the audience is the opportunity that has come with the rise of new media. It is only 12 journalists which constitute (6.2%) that think social media improves the job by providing up

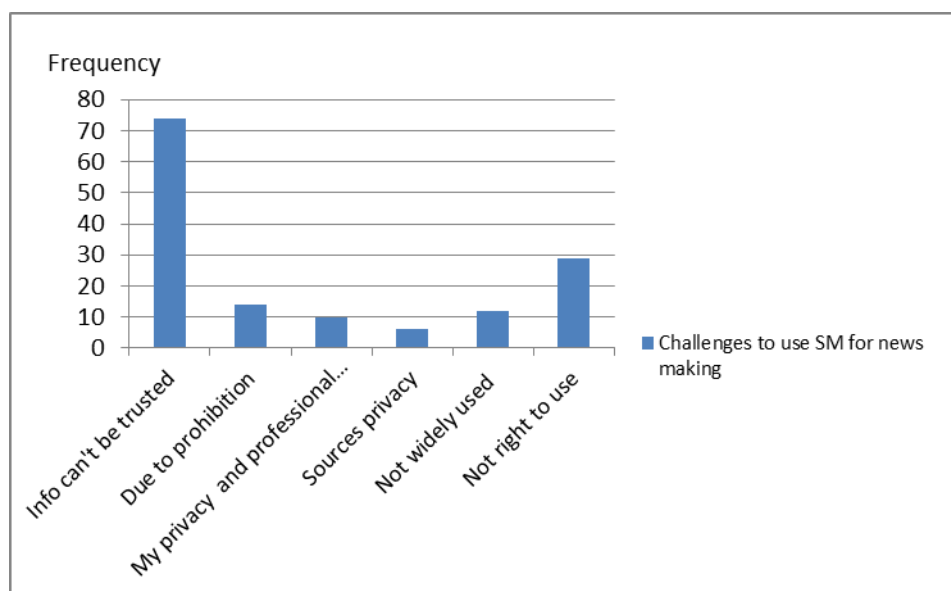
to dated information. This implies that social media enables the journalists to know the agenda of the people which likely can be seen as an opportunity by journalists in Ethiopia.

4.7.1. The Challenges of Using Social Media for News Making Purpose

Based on figure 21 mentioned below, lack of confidence on the information is the primary challenge for respondents that prevent them from consuming social media for news making purpose which constitute (51%) of the whole respondents. This indicates that the trend of citing from social media is not communal and it limits journalists from utilizing the new media in their day to day activities. On the other hand, journalists are prohibited from using social media for news making purposes due to the guidelines of traditional media outlets they are working for and this number of respondent holds 9.7% of the whole. 12 respondents mentioned that it is not widely used by relevant contacts and hard to estimate social media as source of news (8.3%). Some others supposed for worries over personal privacy and professional issues and this covers (6.89%), whereas 6 journalists concerns over the sources' privacy that accounts 4.1%.

To this end, one can understand from the above information that social media utilization deterred users by multiple factors like lack of confidence toward the information and prohibition from the media outlets the respondents are working for as well as the attitude the respondents have toward social media presence.

Figure 20 Media challenges of using social media for news making purpose



4.7.2. Shadowing and Internet Sifting

In developing countries, restriction is the challenge for social media users that make them refrain from leveraging social media for news making and distributing purposes. What is allowed for the journalists in Ethiopia is acting according to the news guidelines and policy in the media outlets they are working for. Irrespective of the circumstance, they all take social media existence, for the most, journalists are consuming social media contents than providing even if they had the fact on their hand. Although some of them have additional social media accounts beside the account of their programs by using pseudo names to comment and discuss on social media, still others are so afraid of the consequences in case caught by some means. It is due to this fact that respondents have gotten widely debating about antagonistic global news on social media than issues locally occurred midst the people offline.

Rare journalists would have confidence to write and express stances on social media. Nonetheless there is a big fear. We always remind ourselves the consequences of debating on new media whether having dual identities or using our real names due to reprisals. This is because we are breadwinners in our home (Interviewee 4, April 20, 2022). In addition to this, political parallelism is high in Ethiopia media outlets. Due to this, journalists are asked to not participate in any of the activities. The ordinary citizen is at liberty than the journalist on social media and those who use pseudo names are more secured. (Interviewee 10, April 20, 2022).

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the findings, this chapter presents the conclusions and recommendations of the research on exploring the effects of social media on traditional media outlets in Ethiopia. Social media was the focus of this study because it is a new global phenomenon that is bringing a global impact on multi-disciplines, of which the profession of news making is at the forefront. The main findings and conclusions of the study are presented below:

The study exposes that, even if digital divides are highly visible, professionals in Ethiopia have involved in social media utilization. Commonly, male largely and then female young and degree holders with few PhD holders utilize social media in Ethiopia. Facebook, YouTube and Google+, Twitter, tiktok, Telegram, instagram and Wikipedia are the most commonly used types of social media among these media professionals.

The purposes of respondents' social media usage consist of: to stay connected, to keep their mind active, to collect news, to distribute news, for personal development, to post photos and to get well-timed information.

Respondents access internet everywhere these days either for personal usage or for news making (daily tasks).

The demarcation between media and citizen journalism is much limited due to social media platforms which make mainstream media conformist.

Participants use their phone to access information everywhere, at anytime.

100% of respondents utilize social media for multiple purposes. Eventhough they are active users, they consume of contents than providing. Thus, it could be said that social media are haunt for everyone in Ethiopia.

The use of social media are:- to meet friends, for spiritual purposes, to update their fancy, chatting and entertaining are the popular activities respondents are adapting at if they use social media for personal purpose.

Participants regularly use social media for professional purpose as well. These are: to find news and information, to follow updates from media outlets, to find out what the people are

talking about and to look an idea for further use in their news making. However, they rarely use social media to engage with their audiences and to re-brand themselves.

Respondents sometimes participate on non-critical agendas by avoiding the critical one. Their trust of information on social media depends on the issue running on social media by users and accounts verification.

Mainstream media in Ethiopia give less or no training for employees on how to utilize social media platforms for news making purposes. However, they assigned journalists to follow up social media always.

Media outlets have less attention to their employees of social media utilization.

Media outlets in Ethiopia utilize social media even though there are challenges of using social media owing to knowledge, attitude, and factors, like lack of attention. Both EBC and FBC developed social media accounts.

The majority of respondents (93.8%) argue that the rise of new media has effected Ethiopian media landscape positively or negatively especially on news making and dissemination.

Negatively, it degrades the faith that traditional media has long developed by widely running public opinion on social media platforms which force the traditional media to lose audiences.

Positively, new media platforms impacted by forcing traditional media outlets towards considering the public interest, depolarizing the media scope, becoming a contending media power, and enabling audiences to nag the traditional media to present with realistic and balanced news.

77.1% of journalists rate the rise of social media brought big opportunities for them. It allows the information flow in the country that was long controlled on mainstream media. New media platforms are better for audiences to react toward information running and even to create contents. So that, this study definitely shows that, social media effects Ethiopian media landscape.

Reliability of information is the challenge that discourages respondents and media outlets use of social media networks for news making. The informations on social media are unbalanced, lack of trustworthiness, individual's point of view and sided information which is most of ethnic based and not widely known to cite are challenges. Not only these, lack of knowledge to exploit, surveillance, hacking, attitude towards social media use and the problem of

conflict creation can be mentioned as challenges. These all can be taken as effects of social media on that of traditional one.

Staying connected to not miss notifications and share among each others, browsing and do other related tasks are what respondents doing.

Social media accounts help the audiences to comment publicly and react as well, the trends which were not possible on traditional media outlets.

Social media is nag journalists to not deceive the people and to speak the truth.

Mainstream media work as assuring audiences with the news which is already released on cyber media.

They rarely provide the people with news (political news) when it is must to know, however social media spread it on spot and nag traditional media to assure.

So, with the boundaries discussed in the study, supportively theory of the public sphere, theory of the network society and uses and gratification theory were played an increasing role to redefine the social media role and effects on traditional media outlets in Ethiopia.

5.2. Recommendations

The focal goal of this study was to explore the effects of social media on traditional media in Ethiopia. Considerate effort has been made by the researcher to address the research questions. Accordingly, the researcher forwards the following recommendations:

- As it is clearly set, Journalists' embrace social media in Ethiopia is a big opportunity for media outlets on news making. However, so far social media utilization is not happening to the expected level. In this technology savvy world, however, media outlets in Ethiopia need to be alert about the new sphere. So, media researchers and media outlets themselves should address the use of social media for news making purpose in Ethiopia. More importantly, providing journalists with regular training on wise utilization of the new media is essential.
- Due to many factors, media outlets in Ethiopia are preceding by social media in disseminating news. As a result, the traditional media outlets are not competing with the global new media sphere. So, media outlets should be networked with the people to utilize and exploit social media in order to minimize the effects.
- Employees should show their independence to make themselves enough to exploit social media for news making purposes as a result of limiting social media effects.
- Participants need to be more critical on utilizing social media for news purpose to lessen the effects of social media platforms.
- As the traditional media outlets in Ethiopia developed social media accounts, they have to develop media strategies for workers on using social media for news making purpose in order to minimize the risks that might be happened due to timeliness of news and contents they presented with.
- The respondents and media outlets' attitude towards social media has to be cured. What everyone needs to know after all is social media platforms are invented to stay. Knowing that, social media users are humans as well and taking sides, blaming and blessings would endure. Had it been for good or bad, social media has come to be media of the mass. For this reason, giving a lesson for journalists as well as the mass on how to utilize this media platform by the concerning body is mandatory.

- It is the recommendation of this study to invite traditional media outlets make use of social media to foster media's role in news making and follow up to make effects lesser.
- It is again recommended to minimize effects that, traditional media outlets should be keen to exploit the comments of social media users for better communication and corporation with the viewers.
- Social media serves as an alternative source of news for millions of people in the country. Awareness creation from the concerning body therefore is needed for the fact that defamation, misinformation, privacy problems, tastelessness, and other misdeeds are happening on the interactive platforms.
- At final, it is the recommendation of this study that traditional media outlets must give devotion to new media to remain significant and re-claim relevance and to lessen the effects among audiences in this age of social media.

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5. What is your level of education?

- Certificate Diploma BA/BSc Degree
MA/MSc Degree PhD Degree

6. What is your job title?

- Reporter Senior Reporter
Assistant Producer Producer
Senior Producer Editor Above Editor

7. Which Language do you work in?

- Amharic Afan Oromo Somali Tigrigna Afar
English French Arabic Sign languages

If other please specify, _____

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

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

9. Which department are you working in?

- A. News and Current Activities
B. Educational programs present in news form
C. Entertainment present in news form
D. Two or three of the above

If other, please specify here _____

Section Two: Social Media Use

10. Do you use social media networks?

- A. Yes B. No

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

- @office

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

- | | |
|---|---|
| To find news and information <input type="checkbox"/> | To uploading photos <input type="checkbox"/> |
| To get feedback from audience <input type="checkbox"/> | For networking <input type="checkbox"/> |
| To check what other media are doing <input type="checkbox"/> | To follow important people <input type="checkbox"/> |
| To promote and distribute my work <input type="checkbox"/> | To download and upload audio/video <input type="checkbox"/> |
| To look an idea and produce it to big stories <input type="checkbox"/> | Just only to see what is going on <input type="checkbox"/> |
| To share information with others <input type="checkbox"/> | For personal branding <input type="checkbox"/> |
| To invite audiences to follow your program or news <input type="checkbox"/> | |
| To find out what people are talking about <input type="checkbox"/> | To engage on a discussion with audiences <input type="checkbox"/> |
| To follow sources and media outlets update <input type="checkbox"/> | Because your editors and media want it <input type="checkbox"/> |
- If other please specify here
-

20. To what extent do you use social media for news purpose?

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

21. Which of the following do you value most in using social media?

- A. To distribute news and information B. To gather news and information
C. To do both (two ways) D. As news tips

If extra, Please explain _____

22. Facebook is the most commonly used social media in Ethiopia. How do you rate your participation in discussions on social media news, especially Facebook?

- A. I always participate B. I frequently participate
C. I sometimes participate D. I rarely participate
E. I never participate F. I don't use social media (Facebook)

23. If your participation in discussions is minimal on news running on social media, what prevent you from engaging in discussions? (You can mark more than one)

Security reasons e.g surveillance

Political reasons

Professionalism reasons

Interest reasons

Language of discussion

If other, please specify _____

24. Do you trust the breaking news you get from social media?

A. I do trust

B. I don't Trust

C. It depends

If don't, why? -----

25. How do you validate the content you get from social media?

A. Contacting official sources

B. Contacting the social media source

C. Asking other journalists

D. I don't use the content I get from social media

If extra, Please explain _____

26. How do you rate social media usage in your news making?

A. Not important at all

C. Important

B. Somewhat Important

D. Very Important

E. Extremely Important

27. What is the big opportunity social media has brought on your work in news making?

(You can mark more than one)

It makes news and information easily accessible

It creates messes on our work by releasing breaking news ahead

It makes gathering of news easy

It makes sharing and distributing of news easy

It improves your relationship with the audience

If yes, please reason out below

34. Do you think the rise of social media has impact on news making?

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

35. What is the challenge of using social media in making news for your media?

Internet access is difficult

You don't have knowledge to use

Your organization prohibits you from using

Your managers don't think it is worthy

The credibility of the information

46. Do you have any other comment, especially on the effects of social media on news making of traditional media outlets?

I AM MOST APPRECIATIVE FOR YOUR RESPONSES! THANK YOU FOR COMPLETING THIS QUESTIONNAIRE.

8. በሚዲያ ስራ ውስጥ ምን ያህል አመታት ቆዩ?

1-5 6-10 11-15 16-20 21 እና ከዚያ በላይ ከ26

9. የሚሰሩበት ክፍል?

ሀ. ዜናና ወቅታዊ ጉዳይ

ሐ. ትምህርታዊ ፕሮግራም በዜና መልክ

ለ. መዝናኛ በዜና መልክ

መ. ከተዘረዘሩት በሁለቱ ወይም በሶስቱ

ሌላ ካለዎ እዚህ ሰጥሩ-----

ክፍል ሁለት: የማህበራዊ ሚዲያ አጠቃቀም

10. የማህበራዊ ሚዲያ ኔትዎርኮችን ይጠቀማሉ?

ሀ. አዎ

ለ. አይ

11. ከለይ ያለው ጥያቄ መልስዎ “አዎ” ከሆነ ማህበራዊ ሚዲያን ለመጠቀም

የኢንተርኔት አገልግሎት ከየት ያገኛሉ? (ከአንድ በላይ መምረጥ ይችላሉ)

መስሪያ ቤት ስማርት ፎን፣ ታብሌት ወይም በሞባይልዎ

ኢንተርኔት ካፌ

ለላ ካለ እባክዎን እዚህ ያስጥሩ-----

12. ከማህበራዊ ሚዲያ አይነቶች የትኛውን ይጠቀማሉ? (የሚጠቀሙትን ያህል

መምረጥ ይችላሉ)

Facebook

Blogs

LinkedIn

Wikipedia

Twitter

YouTube

Google+

Pinterest

Instagram

SoundCloud

Tiktok

ሌላ የሚጠቀሙት ካሆነ እባክዎን እዚህ ያስጥሩ-----

13. ማህበራዊ ሚዲያን ለምን ያህል ጊዜ ይጠቀማሉ?

ሀ. በቀን ብዙ ጊዜ

ለ. በቀን አንድ ጊዜ

ሐ. በሳምንት ጥቂት ቀናት

መ. በሳምንት አንድ ቀን

14. ማህበራዊ ሚዲያን ለምን ጉዳይ ነው የሚጠቀሙት?

ሀ. ሰበር ዜና ለማግኘት

ለ. ዜና ለመስራት

ሐ. ለሁለቱም

15. የማህበራዊ ሚዲያ ለዜና ዝግጁነት የጠቀማሉ?

ሀ. አዎ

ለ. አይ

ሐ. አላውቅም

16. ከማህበራዊ ሚዲያ ውስጥ ዜና ለመሰብሰብ በብዛት የሚጠቀሙት የትኛው ነው?

17. ማህበራዊ ሚዲያን ለሰበር ዜና ይጠቀማሉ?

አዎ ሁልጊዜ

አዎ እዳንዴ

አረ በፍፁም

18. የማህበራዊ ሚዲያ የሚታመን የዜና ምንጭ ነው?

19. ለሌላ ጉዳይ የሚጠቀሙ ከሆነ ለምን ጉዳዮች ነው ማህበራዊ ሚዲያን

የሚጠቀሙት? (በሚጠቀሙት ልክ መምረጥ ይችላሉ)

ዜናና መረጃን ለማግኘት ለሰበር ዜና ለኔት-ዎርኪንግ

ሌላው ሚዲያ ምን እንደሰራ እንደሆነ ለማወቅ

ታላላቅ ሰዎችን ለመከታተል

ስራዎችን ለሰሎች ለማጋራትና እንዲያውቁት ለማድረግ ራስን ለማስተዋወቅ

ድምፅና ሺዲዮ ለማውረድና ለመጫን ህዝቡ ስለምን እያወራ እንዳሆነ ለማወቅ

ከሌሎች ጋር መረጃን ለመጋራት ሀሳብ ለማግኘትና እሱን ደግሞ አሳድጎ ዜና ለመስራት

ምን እየሆነ እንዳለ ብቻ ለመከታተል

ዜና ወይም ፕሮግራሞችን እድማጭ/ተመልካች እንዲከታተል ለመጋበዝ ከእድማጭ/ተመልካች ጋር ወይይቶች ላይ ለመሳተፍ

የምንጮችንና የሚዲያ ተቋማትን አዲስ መረጃ ለመከታተል

ኤዲተሮችና የሚሰሩበት ሚዲያ ሰለሚፈልግ

ሌላ ካለህ፣ እዚህ ጋር ያስፍሩ-----

20. ማህበራዊ ሚዲያን ለዜና ዝግጁት ምን ያህል ጊዜ ይጠቀማሉ?

ሀ. ሁል ጊዜ ለ. ብዙ ጊዜ ሐ. አንዳንዴ

መ. አልፎ አልፎ (ቆይቶ) ሠ. በፍፁም አልጠቀምም

21. ከተዘረዘሩት ውስጥ ማህበራዊ ሚዲያን በብዛት የምትጠቀሙት ለየትኛው ጉዳይ ነው?

ሀ. ዜናና መረጃን ለማስተላለፍ /ለማሰራጨት ለ. ዜናና መረጃን ለመሰብሰብ

ሐ. ሁለቱም መ. ለዜና ዝግጁት

ሌላ ካለ እባክዎ እዚህ ያስፍሩ-----

22. በኢትዮጵያ በብዛት ከሚዘወተሩ ማህበራዊ ሚዲያዎች ፌስቡክ ዋነኛው ነው።

በፌስቡክ የውይይት መድረኮች ላይ ምን ያህል ጊዜ ይሳተፋሉ?

ሀ. ሁጊዜ እሳተፋለሁ ለ. አዘውትራለሁ ሐ. አንዳንዴ እሳተፋለሁ

መ. አልፎ አልፎ (ቆይቶ) እሳተፋለሁ ሠ. በፍፁም አልሳተፍም ረ. ፌስቡክ አልጠቀምም

23. በማህበራዊ ሚዲያ የሚሰራጩ ዜና ላይ ተሳትፎዎ ዝቅተኛ የሚባል አይነት ከሆነ ከመሳተፍ የሚያግድዎ ምንድን ነው?

የደህንነት ምክንያት ፖሊቲካዊ ምክንያቶች ሞያዊ ምክንያቶች

የፍላጎት ጉዳይ የውይይቱ ቋንቋ

ሌላ ካለ እባክዎ እዚህ ያስፍሩ-----

24. ማህበራዊ ሚዲያ ላይ የሚገኙ መረጃዎችን ያምናሉ?

ሀ. አምናለሁ ለ. አላምንም ሐ. እንደ ሁኔታው

መ. የማይታመን ከሆነ ለምን?-----

25. ከማህበራዊ ሚዲያ ላይ የሚያገኙትን መረጃዎች (ዜናዎች) እንዴት ነው የሚያረጋግጡት? (በሚጠቀሙት ልክ መምረጥ ይችላሉ)

ሀ. ምንጮችን (አፊሺያል ኮንታክት) በማድረግ ለ. የማህበራዊ ሚዲያ ምንጮችን በማግኘት

ሐ. ሌሎች ጋዜጠኞችን በመጠየቅ መ. ከማህበራዊ ሚዲያ የማግኘትን መረጃ አልጠቀምም

26. በቀን ውሎም ማህበራዊ ሚዲያ ምን ያህል አስፈላጊ ነው ብለው ያምናሉ?

ሀ. ምንም አስፈላጊ አይደለም ለ. በከፊል አስፈላጊ ነው ሐ. አስፈላጊ ነው

መ. በጣም አስፈላጊ ነው ሠ. እጅግ በጣም አስፈላጊ ነው

27. በጋዜጠኝነት መያዝ ውስጥ ማህበራዊ ሚዲያ ዜና ለመስራት ያመጣው ትልቅ እገዛ ምንድን ነው? (ከአንድ በላይ መምረጥ ይችላሉ)

ዜናና መረጃ በቀላሉ እንዳገኝ አድርጎኛል ዜናዎችን የመሰብሰብ ስራ አቃሎልኛል

ዜናን ለማጋራትና ለማሰራጨት አግዞኛል

ከአድማጭ ጋር ያሌኝን ግንኙነት አሻሽሎልኛል

ትኩስ መረጃ ስለሚያቀብል ስራዬን አቃሎልኛል የህዝብን አጀንዳ እንዲያውቅ ረድቶኛል

28. በዜና ወይም በፕሮግራም ውስጥ ማህበራዊ ሚዲያን እንደ የመረጃ ወይም የዜና ምንጭነት ተጠቅመው ያውቃሉ?

ሀ. አዎ ለ. አይ

25ኛው ጥያቄ መልስዎ አይ ከሆነ ለምን ይመስሎታል? እባክዎ ምክንያቶን እዚህ ያስፍሩ-----

29. የማህበራዊ ሚዲያ እውቀቶን እንዴት ይገልጻሉ?

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

30. ከዚህ በታች ከተዘረዘሩት ማህበራዊ ሚዲያ ለዜና ምንጭነት እንዳይጠቀሙ የሚያስቸግሩት ወይም የሚያግደው ምንድን ነው? (ከአንድ በላይ መምረጥ ይችላሉ)

መረጃው አይታመንም የምሰራበት ሚዲያ ህግና መመርያ ይከለክለኛል

የሞያዬን ስምና የግል መብቴን በማሰብ የምንጩን የግል መብት በማሰብ

ብዙ ጊዜ እንደ ምንጭ ስለማይወሰድ ትክክል ስለማይመስለኝ

31. በየትኛው የማህበራዊ ሚዲያ ተጠቃሚ ቡድን ውስጥ ራስዎን ያስቀምጣሉ?

ሀ. ተጠራጣሪ (ብዙ የማይጠቀም) ለ. ተጠቃሚ (ጉዳዮችን በመምረጥ የሚጠቀም)

ሐ. አቀንቃኝ (ቋሚ ደንበኛ ወይም ብዙ የሚጠቀም)

መልስ አዎ ከሆነ ለምን ይመስሎታል? እዚህ ያስፍሩ-----

32. የሚሰሩበት የሚዲያ ድርጅት ማህበራዊ ሚዲያን ቢጠቀም ከአድማጭ ጋር ያለውን ግንኙነት ያሻሽላል በሚለው ይስማማሉ?

ሀ. ሙሉ በሙሉ አስማማለሁ ለ. በከፊል አልስማማም

ሐ. በከፊል አስማማለሁ መ. ሙሉ በሙሉ አልስማማም

Appendix C

BAR-GAAFFII

Galaanaa Dhaqqabaan jedhama. Yuunvarsitiiti Finfinnee muummee gaazexessummaafi komuunikeeshiniitti barataa digirii lammataa yeroon tahu mata-duree “*Exploring the Effects of Social Media on Government and Private Media News Making: The Case of Ethiopia Broadcasting Corporation and Fana Broadcasting Corporation*” jedhurratti qorannoo geggeessan jira. Kanaafuu, qorannoon kuni gaazexessitootniifi miidiyaaleen Itoophiyaa keessa jiran rakkoolee miidiyaaleen hawaasaa, keessattuu oduu qopheessuu irratti fidan ibsuu kan jedhu waan tahef odeeffannoon keessan haalaan na barbaachisa. Kanaaf bar-gaaffii kanarratti akka guuttan kabajaan isin gaafadha. Deebiin guuttan barumsa qofaaf kan ooluufi kan dhoksaan qabamu waan tahef waan isinitti fakkaate guutuorra duubatti hin jedhinaa.

Yeroo keessaniif duraan dursee isin galateeffachuun fedha!

Galaanaa Dhaqqabaa (gdekeba30@gmail.com)

Sanduuqa keessa sararuun (✓ or X) fi filannoo immoo irra-marsuun deebisu dandeessu.

Kutaa Jalqabaa: Odeeffannoo Namoota Guutani

1. Koorniyaa ykn saala?

Dhiira Dhalaa

2. Umuriin keessan hagami?

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

3. Miidiyaa kamiif hojjettu?

KBI (EBC) KBF (FBC) Raadiyoo

Kan biraa Maaloo asitti barreessaa _____

4. Akaakuu miidiyaa kamiif hojjettu?

Televijinii Raadiyoo (Kan biyyaalessaa) Raadiyoo (FM)

Onlaayiniifi Weebsaayitii (Miidiyaa Hawaasaa)

5. Sadarkaan barumsa keessani maali?

Waraqaa Ragaa Dippiloomaa Digirii Jalqabaa

Digirii lammataa Digirii Sadaffaa

6. Sadarkaan hojii keessan hoo?

Rippoortara Rippoortara olaanaa Gargaaraa qopheessaa

Qopheessaa Qopheessaa olaanaa Editara

Editaraa ol

7. Afaan kamiin hojjettu?

Afaan Oromoo Afaan Amaaraa Afaan Somaalii Afaan Tigree

Afaan Afaar Afaan Ingilizii Afaan Arabaa Afaan Faransaay

Kan biraa, maaloo asitti barreessaa _____

8. Ogummaa gaazexeessummaan waggaa meeqa hojjettan?

1-5 6- 10 11- 15 16- 20 21-26 27 fi Caalaa

9. Garee kam hojjettu?

A. Garee oduufi Tibbanaa

B. Garee barnootaa bifa oduun

C. Garee bashannanaa bifa oduun

D. Asin ol keessaa lamaan yookaan sadan keessa hojjedha.

Kutaa Lammataa: Itti Fayyadama Miidiyaa Hawaasaa

10. Miidiyaa hawaasaa fayyadamtuu?

A. Eeyyee

B. Lakki

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

Waajjiratti (bakka hojii)

Ismaartfoonii, Moobaayilii yookin taableeti keessanin

Kaaffewwan Intarneetii

Bakka biraa fayyadamtan qabduu?

Maaloo asitti barreessaa _____

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

Facebook Blogs LinkedIn Wikipedia

Twitter YouTube Google+ Pinterest

Instagram SoundCloud Tiktok

Kan biraa, maaloo asitti barreessaa _____

13. Miidiyaa hawaasaa hagam fayyadamtu?

A. Guyyaatti si'a baay'ee

B. Guyyaatti takka

C. Torban keessaa guyyaa muraasa

D. Torban keessaa guyyaa tokkoo

E. Ji'a keessaa guyyaa muraasa

14. Miidiyaa hawaasaa dhimma maaliif fayyadamtuu?

A. Oduu ammee argachuuf (breaking news)

B. Oduu raabsuf

C. Lamaaniifuu

15. Miidiyaalee hawwaasaa dhimma oduu gulaaluf ni fayyadamtuu?

A. Eeyyee

B. Hin fayyadamu

C. Hin beeku

16. Oduu gulaaluf maal fayyadamtu?

17. Miidiyaa hawaasaa oduu ammee argachuuf dhimma itti baatu?

A. Eyyeen, yeroo hundaa

B. Eeyyeen, yeroo tokko tokko

C. Gonkumayyuu amanamoo miti

18. Miidiyaan hawwaasaa madda oduu amanamoodhaa? -----

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

Oduufi odeeffannoo barbaacha

Oduu haaraaf

Dhaggeeffataarraa yaada argachuuf

Walitti dhufeenya cimsuuf

Miidiyaan kaan maal akka hojjete hubachuuf

Namoota beekamoo hordofuuf

Waan hojjettan kaaniif daddabarsuufi beeksisuuf

Sagaleefi suura fe'uu/fudhachuuf

Yaada biraa argachuufi isammoo guddistanii hojjechuuf

Kaan waliin odeeffannoo qooddachuuf

Maaltu akka jiru qofaa baruuf

Dhaggeeffattoonni/daaw'attoonni oduu/sagantaa keessan akka hordofan affeeruuf

Uummatni maal akka odeessu baruuf

Of-beeksisuuf

Dhaggeeffattoota waliin mari'achuuf

Wanta miidiyaaleefi maddooleen oduu itti jiran baruuf

Hoggantoonniifi miidiyaan hojjettaniif waan barbaadaniif

Kan biraa, maaloo asitti barreessaa _____

20. Miidiyaa hawaasaa dhimma oduuf hagam fayyadamtu?

A. Yeroo hundaa

B. Yeroo baay'ee

C. Darbee darbee

D. Tura keessa

E. Gonkumaa hin fayyadamu

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

A. Oduufi odeeffannoo daddabarsuuf

B. Oduufi odeeffannoo walitti qabuuf

C. Lamaaniifuu

D. Akka madda oduutti

Kan biraa, maaloo asitti barreessaa_____

22. Gosoota miidiyaa hawaasaa kamuu caalaa Itoophiyaa keessa Feesbuukiin fayyadamtoota baay'ee qaba. Mariiwwan Feesbuukii gama oduu irratti jiru keessatti hirmaannaa keessan akkamiin madaaltu?

A. Yeroo hundaan hirmaadha

B. Yeroo baay'een hirmaadha

C. Yeroo tokko tokkon hirmaadha

D. Tura keessan hirmaadha

E. Feesbuukii hin fayyadamu

23. Hirmaannaan isin oduu Feesbuukiirratti taasistan yoo xiqqaa tahe, akka hin

hirmaanne maaltu isin dhorka?

Sababoota nageenyaa Fknf basaasa

Sababoota siyaasaa

Sababoota Ogummaa (gaazexessummaa)

Fedhirraan kan ka'e

Afaan mariin suni itti adeemsifamu

Kan biraa, maaloo asitti barreessaa_____

24. Odeeffannoofi oduu miidiyaa hawaasaarratti argattan hagam amantu?

A. Nan amana

B. Hin amanu

C. Haala irratti hundaa' a

Yoo itti hin amanne maaliif? -----

25. Odeeffannoofi oduu miidiyaa hawaasaarraa argattan akkamiin mirkaneeffattu?

A. Maddoota amanamoo ta'an qunnamuun

B. Maddoota miidiyaa hawaasaa qunnamuun

C. Gaazexessitoota biraa gaafachuun

D. Odeeffannoo miidiyaa hawaasaarraa arge hin fayyadamu

26. Oolmaa keessan guyyaa keessatti (oduu funaanuf) gargaarsa miidiyaan hawaasaa qabu akkamiin

madaaltu?

A. Homaa barbaachisaaa miti

C. Barbaachisaa dha

B. Hamma tokko barbaachisaa dha

D. Baay'ee barbaachisaa dha

E. Akka malee barbaachisaa dha

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

Oduufi odeeffannoon salphaatti akka argamu taasise

Dursee oduu haaraa gadi lakkisuun dalagaa keenyarratti dhiibbaa uume

Hojii oduu walitti qabuu salphise

Oduu qooddachuufi daddabarsuu salphise

Walitti dhufeenya dhaggeffataa waliin qabdan fooyyesse

Oduu haaraa atattamaan waan isin biraan gahuuf hojii keessan isinii tumse

Ajandaan uummataa maal akka tahe akka bartan taasise

28. Qabiyyee (oduu yookaan odeeffannoo) miidiyaa hawaasaarraa argattan oduu yookan sagantaa keessan keessatti akka maddaatti fayyadamtanii beektuu?

A. Eeyyee

B. Lakki

29. Lakkoofsa 25'f deebiin keessan lakki yoo tahe, maaliif isinitti fakkaata? Sababa isaa maaloo asiin gadiitti barreessaa _____

30. Beekumsa isin miidiyaa hawaasaarratti qabdan akkamiin madaaltu?

A. Baay'ee baay'ee gaarii

B. Baay'ee gaarii

E. Gadi-aanaa

C. Gaarii

D. Gidduu galeessa

31. Asiin gadii keessaa miidiyaa hawaasaa oduu popheessuf akka hin fayyadamne kan isin rakkisan jiruu? (Tokko caalaa filu dandeessu)

Odeffaannoon hin amanamu

Ittiin bulmaatni dhaabbata keessa hojjettanii isin dhowwa

Yaaddoo dhimma dhuunfaafi maqaa ogummaa keessaniif jecha

Yaaddoo mirga maddooleef jecha

Akka madda oduutti baay'ee waan hin odeeffatamneef

Wanta sirrii natti hin fakkaatu

32. Garee fayyadamtoota miidiyaa hawaasaa keessaa kam keessa of keessu?

A. Kan shakkan(yeroo baay'ee kan hin fayyadamne)

B. Kan fayyadaman(dhimmoota filachuun)

C. Kan leellisan (akka malee kan fayyadaman)

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

A. Eeyyee

B. Lakki

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

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

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

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

- A. Eeyyee B. Lakki

Yoo 'eeyyeen' jettan, maaloo sababa keessan asittii barreessaa

36. Guddachuun miidiyaa hawaasaa oduu qopheessuu irratti dhiibbaa qaba jettanii yaadduu?

- A. Eeyyee B. Lakki C. Hin beeku

47. Miidiyaa isin keessatti hojjettan keessa miidiyaa hawaasaa oduuf akka hin fayyadamne kan isin dhorkan maali?

Intarneetiin rakkisaa dha

Dhaabbatni keessan akka hin fayyadamne isin dhorka

Beekumsa (itti fayyadamu) hin qabdan

Hooggantoonni keessan hin eyyaman

Waan gatii qabu isaanitti hin fakkaatu

38. Yaadni barreessuu barbaaddan jiraa, keessattuu dhiibbaa miidiyaalen hawwaasaa miidaayaa biyya keenyaa irratti qaburratti?

DEEBIIWWAN HUNDAA WAAN DEEBISTANIIF GUDDAA

GALATOOMAA

Appendix D

List of Questions for Key Interviewees (journalists)

1. Do you use social media networks? Which type and for what purpose? To what extent do you use for news making? List?
2. How often do you use social media? What are the challenges social media has brought in your news making?
3. What is your view of social media? Do you trust the news you get from social media? How do you validate?
4. What purpose do you use social media for? (Personal/ news making?) Where do you access internet?
5. How frequently do you use social media? Which type of social media do you use most? Would you rate the importance of social media in your daily news making?
6. To what extent do you feel free to engage in discussion on new information found on social media, especially on Facebook or any other social media you use most? Why?
7. Does your station give you training on the importance of social media for news making? Does your station use social media? For what purpose?
8. Which do you value most in social media? Merely sending and sharing or receiving and utilizing?
9. Do you think social media has an impact on traditional media outlets?
10. Why media outlets are acting as assurance to the news which is already broadcasted on social media? What actions do traditional media take or going to take to avoid / minimize such problems?
11. Are you free to write and share whatever you like on social media? Would you explain it? Is your identity different on social media and the media you are working in? If different, why do you think it is?
12. What prohibits you from using social media for news making purpose?
13. What impact has social media brought on Ethiopian media landscape? Could you explain it?

14. How do you see the many contents on social media and on the mainstream media? Do they oppose each other? Do you think the use of social media by the station you work in would improve the relationship with the audience?

16. What are the challenges and opportunities of using social media for news making purpose in Ethiopia?

Appendix E

List of Questions for Media Managers

1. What is social media for you? What understanding do you have of using social media for news making? Do you think social media has an impact on traditional media outlets?
2. What is your view of social media sphere in Ethiopia? (A threat or an opportunity?) Could it challenge your institution in circulating public opinion/ news?
3. How do you discuss the relationship between social media and mainstream media in Ethiopia, particularly your institution? Do social media effect your daily news making?
4. What impact social media has brought on Ethiopian media landscape?
5. Do you state two incidents in which your agenda setting function of the station you work for gets challenged?
6. Does your station use social media? Which types of social media? For what purpose? For news making and distribution or for utilizing as well?
7. Do you think social media would enhance the development and democracy role of your media institution? What is your take?
8. As a media manager, do you think social media would help you in improving your relationship with the audience on news making?
9. Why media outlets are acting as assurance to the news which is already broadcasted on social media? What actions do traditional media took or going to take to avoid / minimize such problems?
10. Do you think there would be a difference between journalists who are active at using social media news and those who are not in their performance?
11. What opportunities do social media has for Ethiopia media sphere, especially for your institution? What challenges are there of using social media for news making in Ethiopia? How do you validate social media?

Appendix F

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

Media Managers)

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

STAY BLESSED!

Appendix G List of Key Interviewees for the Study

No.	Interviewees	Gen.	Age	Educ.	Media	Job Title	Experience
1.	Interviewee 1	M	35	BA	Private	Senior Producer	14+ years
2.	Interviewee 2	M	36	MA	Government	Director	14+
3.	Interviewee 3	M	32	BA	Private	Producer	15
4.	Interviewee 4	M	57	BA	Government	Editor in Chief	28+
5.	Interviewee 5	M	42	BA	Government.	Management	33
6	Interviewee 6	M	28	MA	Government	Producer	13 years
7.	Interviewee 7	M	30	MA	Government	Editor in Chief	15
8.	Interviewee 8	M	28	MA	Private	Producer	12
9.	Interviewee 9	M	28	MA	Private	Management	7 years
10.	Interviewee10	M	39	BA	Private	Senior Journalist	15+